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ABSTRACT

According to a nationwide survey, when mothers shop for spring and [illegible] clothing for their children, ease of care and durability are their prime [illegible] siderations. A blend of cotton and polyester was the preferred fiber for [illegible] garments asked about in the survey except underpants and nightwear. Cotton was preferred for these garments because it is cool, absorbent, and feels comfortable next to the skin. A majority of the mothers are "very interested" in flame-resistant clothing for their children and are willing to pay extra for it.

Keywords: Consumer research, Children's clothing, Fiber preferences, Natural fibers, Synthetic fibers.

Use of trade names in this publication is for identification only and does not imply endorsement by the U.S. Department of Agriculture.

PREFACE

Mothers' experiences, attitudes, and beliefs related to cotton and competing fibers in children's clothing worn primarily in warm weather were surveyed. The study also was designed to provide information on consumers' interest in the availability of flame-retardant garments for children. Such information will provide guidelines in planning, developing, and maintaining research, education, and promotion programs for natural fibers.

The information herein originated as one of a group of studies conducted by the Sample Survey Research Branch, Research Division, Statistical Reporting Service (SRS).

The study was planned under the general direction of Norman Beller, SRS. Advice was provided in the planning stage by subject matter specialists in the U.S. Department of Agriculture (USDA), the National Cotton Council of America, and the Office of Flammable Fabrics of the National Bureau of Standards. The data on which this report is based were collected by Response Analysis Corporation of Princeton, N.J., under contract with USDA.

On April 29, 1973, the Market Research Section of the Sample Survey Research Branch was transferred to USDA's Economic Research Service (ERS). Hence, the final report was prepared under the auspices of Consumer Surveys, National Economic Analysis Division, ERS.

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HIGHLIGHTS

When mothers shop for warm weather clothing for children aged 2-13, they look for garments that are machine washable, do not have to be ironed, will keep their shape, and, in the case of nightwear, feel comfortable. More than two-thirds of those interviewed in a nationwide sample survey during January-March 1973 indicated that they had problems in purchasing clothes for their boys and girls. A majority also indicated that clothing labels do not show the kinds of information which interest them most--shrinkage, flammability, and instructions on how to care for the garment.

More than three-fourths of the mothers said they were very interested in having children's clothing treated to be flame resistant and were willing to pay extra for this feature. Only about a third said they had seen flame-resistant clothing, primarily nightwear, in stores.

Most mothers interviewed said their daughters wear dresses in warm weather, but more often wear dungarees, slacks, and shorts. The preferred fiber for these garments, as well as for tops and blouses, is a blend of cotton and polyester, primarily because it requires no ironing. For nightwear and underpants, all cotton is preferred because it is cool, absorbent, soft, and long lasting.

Mothers of boys reported a preference for dungarees, sport shirts, and slacks made of a blend of cotton and polyester because it requires little or no ironing, is long lasting, and is neat looking. All cotton was preferred for boys' pajamas because it is cool, absorbent, soft, long lasting, and easy to wash.

A durable or permanent press finish was highly regarded by most respondents for both boys' and girls' wear. Preference for knit or woven garments varied according to the garment being considered. However, knits were generally liked because they look nice and require little or no ironing; woven garments, because they are long lasting and hold their shape.

When questioned about their awareness and use of specific fibers in children's clothing, the mothers most often cited (in order of mention) cotton, polyester, cotton and polyester blend, wool, and nylon.

by

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INTRODUCTION

Use of manmade fibers in the United States continues to increase, particularly in the production of children's clothing. There is also growing concern about the relative safety of both manmade and natural fibers used in children's wearing apparel. This has made it necessary to update the existing evaluation of markets for natural fibers compared with synthetic fibers and also to ascertain the extent of consumers' concern about flameproofing children's clothing.

The findings reported here are based on 2,161 personal interviews conducted during January-March 1973 among a probability sample of mothers with children under age 14 living in private households in the conterminous United States. The eligible respondent in the household was the mother or the person with primary responsibility for selecting the children's clothing. This definition permitted some male respondents to be included in the study. For reporting convenience, however, the term "mother" is used here to refer to all respondents regardless of sex. A complete description of the sampling procedure used and the estimates of sampling error for the survey are presented in the appendix.

Visual aids were used for all questions about fibers. These were cards which listed trademarks and other generic names--polyester (Dacron, Kodel) and acrylic (Orlon, Acrilan), for example.

The report concentrated on those results that appeared to contribute most to an understanding of mothers' opinions about subject areas covered in this study. Consequently, responses to some questions have not been discussed. References in parentheses are to the numbered questions in the questionnaire and to the tabulations which summarize answers. Tabulations of the questions are in the appendix following the description of the sample. (Not all questions are shown in tabular form.)

Findings by background characteristics are solely descriptive in nature. The reader is cautioned against assigning any cause-and-effect relationship from these results. Highly interrelated personal characteristics, such as age,

INTEREST AND ATTITUDES TOWARD CHILDREN'S CLOTHING

Girls were reported to be "very interested" in their clothing more often than boys. They were also more likely to accompany their mothers to shop for clothing. As a result girls probably had more influence than boys on the kinds of clothing selected for them. Both boys and girls in the 6-13 age groups were more likely to be "very interested" and also to have "more say" in the kinds of clothing selected for them than were younger children.

The following tabulation summarizes children's interest in their clothing:

	Girls			Boys		
	2-5	6-10	11-13	2-5	6-10	11-13
	Percent					
Very interested in clothes	57	68	74	28	40	54
Quite a bit of say in kinds of clothes purchased	29	59	72	20	41	60
Usually go shopping with mother	49	52	68	41	34	53

(Questions 2-4, 17-19)

Mothers were asked to indicate from a list what characteristics or qualities would be important to them in purchasing selected spring and summer clothing for their children. When shopping for boys or girls their prime considerations were whether the garment was "machine washable," "does not have to be ironed," "keeps its shape," and in the case of nightwear "feels comfortable on the skin." When questioned as to what they thought would be most important from the point of view of their boys and girls, "attractive color" and "feels comfortable on the skin" were the only charactoristics, regardless of garment, cited by any sizable proportion of mothers.

(Questions 15, 16, 30, 31)

A majority of the mothers interviewed indicated that they had encountered problems in shopping for their 2- to 13-year-old girls and boys. However, getting the proper size or fit was the only problem mentioned by any sizable proportion of them. The following tabulation shows the percentage of all mothers who had problems in buying their 2- to 13-year-old children's clothing and summarizes those problems:

	Mothers of girls	Mothers of boys
	Percent	
Had no problems	30	32
Had problems	70	68
General size problem	19	20
Clothing for tall or thin child	13	14
Limited style selection	12	15
Price of clothing	11	7

(Questions 5, 20)

When questioned directly on whether the labels in children's clothing contained the kinds of information they were interested in, more than half of the mothers interviewed said they did not. They were principally interested in information on flammability and shrinkage as well as instructions on how to care for the garment.

(Questions 36, 37)

Most mothers said they were "very interested" in having children's clothing treated to be flame resistant, and were willing to pay extra for this feature. Only about a tenth said they were not interested in flame-resistant children's clothing.

Flame-resistant clothing, primarily nightwear, had been seen in the stores by only about a third of the mothers interviewed. 1/ However, about two-fifths of the mothers who said they were "very interested" in flame-resistant clothing thought that all children's clothing should be so treated, with an additional two-fifths mentioning nightwear specifically.

(Questions 41-46)

When presented with a list of fibers and blends and asked which flamed easily and which did not, the largest proportion of all respondents selected 100 percent rayon and 100 percent synthetic, such as nylon and polyester, as those that did flame easily and 100 percent cotton and 100 percent wool as those that did not.

(Questions 39, 40)

1/ On July 29, 1972 (about 6 months prior to interviewing), all children's sleepwear sold through size 6X had to be flame resistant or labeled to show it was not flame resistant. By July 29, 1973, all sleepwear through 6X offered for sale had to meet Federal standards for flame resistance.

A majority of the mothers interviewed reported that in the spring and summer their girls had worn dungarees or jeans made mainly of all cotton, or blend of cotton and polyester. The preferred fiber for these garments was a blend of cotton and polyester, primarily because it required little or no ironing. Woven dungarees were favored over knit because they were "durable," "hold their shape," and do not snag or run.

Slacks, shorts

Nearly everyone interviewed reported that their girls wore slacks and shorts. Fiber use and preference paralleled that of dungarees. While knit was the preferred weave of most respondents because it "moves with the body," "requires little or no ironing," and "looks nice and neat," sizable proportion also indicated that they preferred woven slacks or shorts because they were "long lasting," "hold their shape," and "don't pick or run."

Tops or blouses

Tops or blouses, made principally of a blend of cotton and polyester or all cotton, were universally worn by girls aged 2-13. A blend of cotton and polyester was preferred by the largest proportion of mothers for their girls because it requires little or no ironing. Knit tops and blouses were favored over woven also because they require "little or no ironing" and because they "move with the body." However, about a third of the respondents said that either knit or woven tops were acceptable.

Dresses

A majority of the mothers reported that their girls wore dresses in the spring and summer although they were not as popular as most of the garments asked about. Fiber use and preference paralleled that of tops and blouses. About a third indicated that they had no preference for either knit or woven dresses. However, when a preference was indicated, woven was clearly the choice, mainly because it "holds its shape."

Underpants and nightwear

Virtually every mother interviewed said that their 2- to 13-year-old girl wore underpants and nightwear in the spring and summer. All cotton and all nylon were the leading fibers used for underpants. All cotton and a blend of cotton and polyester were the leading fibers used for nightwear. However, all cotton was the preferred fiber for both types of garments because it is cool, absorbent, soft, and long lasting.

(Questions 6-8, 10-13)

SUMMARY OF PURCHASE CRITERIA AND PREFERENCES FOR GIRLS' APPAREL

End use	Purchase criteria of-- 1/		Principal fibers used
Dungarees or jeans	Mothers 1. Machine washable 2. Permanent press 3. Does not have to be ironed 4. Keeps its shape	Girls 1. Attractive colors 2. Feels comfortable on skin	1. All cotton 2. Cotton and polyester blend
Tops and blouses	1. Machine washable 2. Permanent press 3. Keeps its shape 4. Does not have to be ironed 5. Feels comfortable on skin 6. Does not wrinkle easily	1. Attractive colors 2. Feels comfortable on skin	1. All cotton 2. Cotton and polyester blend
Dresses	1. Machine washable 2. Permanent press 3. Does not wrinkle easily 4. Does not have to be ironed 5. Keeps its shape	1. Attractive colors 2. Feels comfortable on skin	1. Cotton and polyester blend 2. All cotton 3. All polyester
Slacks or shorts	1. Machine washable 2. Permanent press 3. Does not have to be ironed 4. Keeps its shape	1. Attractive colors 2. Feels comfortable on skin	1. Cotton and polyester blend 2. All cotton
Nightwear	1. Machine washable 2. Feels comfortable on skin	1. Feels comfortable on skin 2. Attractive colors	1. All cotton 2. Cotton and polyester blend

	Fiber preference	Reasons for fiber preference 2/	
		Cotton	Cotton and polyester blend
Dungarees or jeans	Cotton and polyester blend ahead of all cotton	1. Long lasting, durable 2. Easy to wash	1. Requires little or no ironing 2. Long lasting, durable 3. Easy to wash
Tops and blouses	Cotton and polyester blend ahead with all cotton and all polyester about even	1. Long lasting, durable 2. Cool, absorbent 3. Easy to wash 4. Looks nice, neat, dressy	All polyester/cotton and polyester blend 1. Requires little or no ironing 2. Long lasting, durable 3. Easy to wash 4. Looks nice, neat, dressy
Dresses	Cotton and polyester blend ahead of all polyester	All polyester 1. Requires little or no ironing 2. Looks nice, neat, dressy 3. Easy to wash	Cotton and polyester blend 1. Requires little or no ironing 2. Looks nice, neat, dressy 3. Long lasting, durable
Slacks or shorts	Cotton and polyester blend ahead of all polyester	1. Requires little or no ironing 2. Long lasting, durable	1. Requires little or no ironing 2. Long lasting, durable 3. Easy to wash
Nightwear	All cotton ahead of cotton and polyester blend	Cotton 1. Cool, absorbent 2. Soft, does not irritate	1. Requires little or no ironing 2. Long lasting, durable

See footnotes at end of table.

Continued

	preferred	preferred	preference 2/
Dungarees or jeans	Durable press	Woven	1. Long lasting, durable 2. Holds its shape 3. Doesn't snag or pull
Tops and blouses	Durable press	Knit	1. Requires little or no ironing 2. Flexible, moves with the body 3. Looks nice, neat
Dresses	Durable press	Woven	1. Looks nice, neat, dressy 2. Holds its shape
Slacks or shorts	Durable press	Knit	1. Flexible, moves with the body 2. Looks nice, neat, dressy 3. Requires little or no ironing 4. Long lasting, durable

1/ Mentioned by at least 55 percent of the respondents in order of mention.
2/ Mentioned by at least 20 percent of the respondents in order of mention.

Durable press

Regardless of the garment asked about, durable or permanent press finish was preferred by most of the respondents for girls' wear.

(Question 14)

Boys' Clothing

Fiber use and preference

Nearly every mother reported that their boys 2- to 13-years-old had worn dungarees, sport shirts, slacks, and pajamas in the spring and summer. All cotton and a blend of cotton and polyester were the major fibers used for all four garments. A blend of cotton and polyester was the fiber preferred by mothers for dungarees, sport shirts, and slacks, principally because it requires little or no ironing, is long lasting, and looks neat. All cotton was the preferred fiber for boys' pajamas because it is cool, absorbent, long lasting, and easy to wash.

(Questions 21, 22, 25, 26)

Weave use and preference

Mothers were questioned on their use of, and preference for, woven and knit weaves in the various boys' garments asked about in this study. While a clear majority indicated that their boys owned woven dungarees, sport shirts, slacks, and pajamas that they wore in the spring and summer, sizable proportions also said that they owned these garments in a knit weave. Woven was clearly preferred for dungarees. Although the largest proportion favored woven slacks and shorts, a sizable number also said they preferred knit slacks and shorts. Mothers were about equally divided as to their preference for knit or woven sport shirts, with about the same proportions indicating they preferred knit or woven as said they had no preference at all.

The reasons given for preferring these weaves were the same regardless of the garment asked about. Woven was preferred because it is long lasting, holds its shape, and does not pick or snag, while knits look nice and neat, require little or no ironing, and move with the body.

(Questions 23, 27, 28)

Durable press

For all boys' garments included in this study a durable press finish was both owned and preferred by a majority of the mothers interviewed.

(Questions 24, 29)

SUMMARY OF PURCHASE CRITERIA AND PREFERENCES FOR BOYS' APPAREL

End use	Purchase criteria of-- 1/		Principal fibers used
Dungarees or jeans	Mothers 1. Machine washable 2. Permanent press 3. Does not have to be ironed 4. Lasts a long time 5. Keeps its shape	Boys 1. Feels comfortable on skin 2. Attractive colors	1. All cotton 2. Cotton and polyester blend
Slacks or short pants	1. Machine washable 2. Permanent press 3. Does not have to be ironed 4. Lasts a long time 5. Keeps its shape	1. Feels comfortable on skin 2. Attractive colors	1. Cotton and polyester blend 2. All cotton 3. All polyester
Sport shirts	1. Machine washable 2. Permanent press 3. Does not have to be ironed 4. Keeps its shape 5. Feels comfortable on skin	1. Feels comfortable on skin 2. Attractive colors	1. Cotton and polyester blend 2. All cotton
Pajamas	1. Machine washable 2. Feels comfortable on skin	1. Feels comfortable on skin 2. Attractive colors	1. All cotton 2. Cotton and polyester blend

	Fiber preference	Reasons for fiber preference 2/	
		Cotton	Cotton and polyester blend
Dungarees or jeans	Cotton and polyester blend ahead of all cotton	1. Long lasting, durable 2. Easy to wash	1. Requires little or no ironing 2. Long lasting, durable 3. Easy to wash
Slacks or short pants	Cotton and polyester blend ahead with all cotton and all polyester about even	1. Long lasting, durable 2. Easy to wash	Cotton and polyester blend/ all polyester 1. Requires little or no ironing 2. Long lasting, durable 3. Looks nice, neat, dressy 4. Easy to wash
Sport shirts	Cotton and polyester blend ahead of all cotton	1. Long lasting, durable 2. Easy to wash 3. Cool, absorbent	Cotton and polyester blend 1. Requires little or no ironing 2. Long lasting, durable 3. Looks nice, neat, dressy
Pajamas	All cotton ahead of cotton and polyester blend	1. Cool, absorbent 2. Long lasting, durable	1. Requires little or no ironing 2. Long lasting, durable

See footnotes at end of table.

Continued

SUMMARY OF PURCHASE CRITERIA AND PREFERENCES FOR BOYS' APPAREL

End use	Finish preferred	Weave preferred	Reasons for weave preferences 2/	
Dungarees or jeans	Durable press	Woven	1. Long lasting, durable 2. Holds its shape	
Slacks or short pants	Durable press	Woven	1. Long lasting, durable 2. Holds its shape	
Sport shirts	Durable press	Knit and woven about even	Knit 1. Requires little or no ironing 2. Looks nice, neat	Woven 1. Holds its shape 2. Looks nice, neat 3. Long lasting, durable
Pajamas	Durable press			

1/ Mentioned by at least 55 percent of the respondents in order of mention.
2/ Mentioned by at least 20 percent of the respondents in order of mention.

Diapers

About a fourth of the mothers interviewed had children under 2 years of age. When asked about the type of diapers they had used for these children, a majority of the mothers indicated using both cloth and disposable diapers. However, cloth diapers were used most often. Nearly all mothers reported tha they washed their children's diapers instead of sending them to a diaper service.

(Questions 32-34)

AWARENESS AND USE OF SPECIFIC FIBERS IN CHILDREN'S CLOTHING

Respondents were presented with a card listing 15 major fibers or blends used in clothing and asked which they had heard of being used in children's clothing. The large majority of them said that they had heard of at least nine of these fibers being used. In addition, comparable percentages indicate having used five of them in their children's clothing. Cotton, polyester, a blend of cotton and polyester, wool, and nylon in that order were the five cited most often as the fibers mothers of children under 14 had heard of and also used in children's clothing. The following tabulation summarizes mothers awareness and use of the fibers asked about:

	Aware of in children's clothing	Used in children's clothing
	Percent	
Cotton	96	93
Polyester	88	79
Cotton and polyester	86	78
Wool	81	63
Nylon	78	62
Cotton and rayon	66	41
Acrylic	65	49
Rayon	62	35
Cotton and nylon	61	41

(Questions 1, 1a)

Attitudes Toward Four Major Fibers

Having indicated their use of, and preference for, various fibers in specific children's garments, mothers were then presented with a card which listed 16 pairs of attributes that might apply to the four major fibers used in children's clothing: all cotton, all polyester, all nylon, and a blend of cotton and polyester. Fifteen pairs reflected both the negative and positive aspects of that attribute. Respondents were asked to select from this list those words or phrases that described their opinions about the four fibers or blends. It was anticipated that such a procedure would give further insight

into factors that might influence a mother's selection of garments made of these fibers.

A blend of cotton and polyester and all polyester were perceived somewhat similarly by mothers. More than half selected nine of the same positive characteristics as attributes of these fibers. On the other hand, all nylon and all cotton were cited by comparable proportions on less than five of the positive attributes. Few respondents attributed any negative characteristics to a blend of cotton and polyester or all polyester. However, both all cotton and all nylon had a negative connotation to the mothers. All cotton has to be ironed and wrinkles easily; all nylon clings, is not easily altered, and bursts into flame easily, according to the mothers interviewed on this survey. The following tabulation is a summary of both positive and negative characteristics attributed to these fibers:

	Cotton and polyester	Polyester	Cotton	Nylon
	----------	Percent	----------	
Positive attributes:				
Machine washable	83	78	80	54
Has permanent press finish	64	59	21	20
Feels comfortable on skin	63	53	60	38
Does not have to be ironed	63	68	12	44
Keeps its shape	62	58	37	32
Comes in attractive colors and designs	61	58	56	37
Lasts a long time	60	55	58	38
Does not wrinkle easily	56	61	9	35
Dries fast	53	57	29	66
Negative attributes:				
Clings	5	13	4	59
Has to be ironed	6	3	50	10
Wrinkles easily	5	3	50	15
Not easily altered or mended	5	8	2	27
Bursts into flame easily	3	5	7	22

(Question 35)

Perception of a Cotton Blend 2/

To ascertain what percentage of cotton is needed in the fabric of a garment for it to be considered cotton rather than a blend, five cards, each containing one of the following statements, were presented to the respondents:

2/ An analysis of the results of the rotation method used in presenting this question is in the appendix.

1. 50% or less cotton, 50% or more some other fiber
2. 60% cotton, 40% some other fiber
3. 70% cotton, 30% some other fiber
4. 80% cotton, 20% some other fiber
5. 90% cotton, 10% some other fiber

Each respondent was asked to indicate for each combination whether she considered it cotton or a blend. According to the majority of the mothers interviewed in the study, a blend of cotton and some other fiber must be at least 90 percent cotton to be considered cotton and not a blend. The following tabulation summarizes the results of this question:

	All cotton	Blend	Don't know
	----------Percent----------		
50 percent or less cotton and 50 percent or more some other fiber	5	90	5
60 percent cotton	18	77	5
70 percent cotton	30	65	5
80 percent cotton	45	50	5
90 percent cotton	57	39	4

Cases (2,161)

(Question 38)

APPENDIX

Sample Design

The 2,161 persons interviewed in this study were a sample of persons mainly responsible for selecting clothing for children, under age 14, living in private households in the United States, excluding Alaska and Hawaii.

Sampling Method

Multistage stratified area probability sampling procedures were used in the selection of this sample. Sample locations, households, and specific individuals to be interviewed were specified by the sampling plan and by visit instructions to the interviewer. The sequence of steps used in the [illegible] of the sample included: (1) Selection of a national sample of areas stratified by geographic region, type of community, and other characteristics, (2) selection of 420 interviewing locations, (3) [illegible] sample segment in each interviewing location, and [illegible] households to determine whether there were children

[illegible] area of the conterminous United States was first divided into approximately 1,140 primary sampling units (PSU's). Each PSU is a well-defined

geographic unit, usually a county or a group of counties with a minimum population of 50,000 in 1973, and are of two general types, metropolitan areas or parts of metropolitan areas, and other areas. Thirty-eight large PSU's were included in the sample as self-representing primary areas. These included the 25 largest metropolitan areas in the United States. All other PSU's were grouped into 65 strata, with an average stratum population of approximately 2 million persons in 1970. One PSU was selected with probability proportionate to population size from each of the 65 strata that included two or more PSU's.

Each of the 103 primary areas (38 selected as self-representing areas, plus 65 selected as a result of the stratification procedure) was a relatively heterogeneous area. Most included city, town, suburban, and rural residents. Some are primarily small town or rural areas but are several counties in size. Within the 103 primary areas, 600 secondary areas were selected. Secondary areas in the sample were areas of approximately 2,500 population in 1970. These units were selected with probability proportionate to population size.

A subsample of 420 interviewing locations was selected. For all interviewing locations selected, trained interviewers made rough field counts, usually in segments of about 10 to 25 housing units, and divided block groups and enumeration districts into administratively convenient survey units. Detailed maps, instructions, and count sheets were provided for these assignments. Segments were clearly defined geographic units bounded by streets, roads, streams, or other landmarks, or by specific starting and stopping addresses.

Probability procedures were used to select one or more segments, including a total of approximately 20 housing units, for each interviewing location.

Only those households with children under 14 years of age were eligible for interviewing. The respondent in each eligible household was the child's (or children's) mother. If she was permanently absent from the household, the person with primary responsibility for selecting the child's (or children's) clothing was the respondent.

Interviewers were not permitted to make any substitutions of sample households or of respondents within households.

A total of 7,772 occupied dwelling units were designated as part of the initial survey sample. Of these, an estimated 2,561 (33 percent) included one or more children under age 14 and were eligible for the study.

These 2,561 eligible dwelling units consisted of 2,725 eligible families and yielded 2,161 completed interviews. A differential callback procedure was used wherein a minimum of four attempts were made in urban areas and three attempts in rural areas. Additional calls were made in some areas if it appeared possible to obtain an interview. These efforts resulted in 2,161 interviews or an overall completion rate of 79 percent. The table below shows the completion rate based on the 2,725 eligible families:

	Community size							
	Total		Metropolitan		Urban		Rural	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct
Total eligible families	2,725	100	1,158	100	1,062	100	505	100
Interview completed	2,161	79	845	73	889	84	427	85
Interview not completed	564	21	313	27	173	16	78	15
Not at home	108	4	67	6	32	3	9	2
Refused	263	10	154	13	88	8	21	4
Other	193	7	92	8	53	5	48	9

Sampling Limitations

The findings are presented as summaries of the statements made by the mothers and are subject to any errors they made in reporting their opinions a attitudes. It is especially important to keep this factor in mind in analyzi data on fiber experience and preference, since difficulties with fiber identi fication have some influence on the validity of respondents' statements. Ina vertent misstatements may have occurred because of oversights, lack of information, or confusion about fiber content. There are many kinds and fibe combinations on the market, and problems of identification may have arisen fr the use of descriptive or brand names for a product. Furthermore, children's clothing items made of such mixtures as polyester and cotton may have been identified as either polyester or cotton. There also may have been confusion among such fibers as acrylic, polyester, and nylon. However, since this study was not intended to provide estimates of fiber consumption but rather to colle data about the attitudes and impressions mothers hold toward the various fiber the statements made were accepted as given.

Sampling Tolerances

The extent to which sample results may differ from true figures for the population depends on a number of factors. Chief among these are the size of the sample and the size of the reported survey percentages. The size of sampling fluctuations is also affected by the way in which PSU's are defined and selected and the number of sample areas and sample segments. The possible magnitude of these chance sampling fluctuations is estimated on an approximate basis in the tabulation below:

For percentages around--	Approximate sampling tolerances: Total sample	Size of subgroup sample				
	2,161	1,000	800	600	400	200
	Percent					
50	3	4	4	5	6	9
40-60	3	4	4	5	6	8
30-70	3	4	4	5	6	8
20-80	2	3	3	4	5	7
10-90	2	2	3	3	4	5

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated amount from the result that would have been obtained had the same procedures been used to interview all mothers with children under 14 years old in the population. For example, 69 percent of all mothers in the survey said that they are very interested in having children's clothes treated to be flame resistant. The chances are 95 in 100 that, had all mothers with children under 14 in the population been interviewed, the true percentage of those saying that they are very interested in flame-resistant clothing would be between 66 percent and 72 percent. The possible variation is larger for a subgroup than for the total sample because the number of interviews is less.

This survey had a nonresponse rate of 21 percent. To the extent that the nonresponse group differs from those responding, the confidence limits as set forth in this section are understated. The confidence levels are correct and valid if the assumption is made that there is no measurable difference between respondents and nonrespondents.

Rotation Techniques

To minimize the response bias that might develop in answering questions where long lists of fibers and statements relating to fibers were presented, several rotation techniques were used. For questions 1, 15, 16, 30, and 31, three exhibit cards were designed, each of which listed the items in a different order of presentation. Each card was shown to about one-third of the respondents.

In addition to exhibit card rotation, on question 35, the four fibers asked about were rotated. This technique resulted in four versions of the questionnaire, with each fiber having an equal chance of being first in line of questioning. An analysis of the results of this question, both by each form and the total of all four forms, showed that the order in which the fiber was asked about had no effect on the kinds of statements selected to characterize it.

To minimize the response bias that might develop in answering question 3 half of the respondents were shown the exhibit card "50% or less cotton . . . first and the "90% cotton . . ." card last. The other half of the respondent were shown these cards in reverse order. An analysis of this question in ord of presentation showed that a response set did develop. Those respondents wh saw the "50% or less cotton . . ." card first were more likely to consider th 60-40 and 70-30 combinations as all cotton than those who were presented the "90% cotton . . ." card first. The cards were as follows:

1. 50% or less cotton, 50% or more some other fiber.
2. 60% cotton, 40% some other fiber.
3. 70% cotton, 30% some other fiber.
4. 80% cotton, 20% some other fiber.
5. 90% cotton, 10% some other fiber.

Child Selection Card

To minimize the "burden to the interviewer" and yet have a valid sample, an interviewing procedure was devised which provided for the random selection of the girl or boy about which specific questions would be asked. For exampl in a household with two or more girls aged 2-13, one girl would be selected as the subject of specific questions on garment use, preference, etc. This wa accomplished by assigning each child a number, starting with 1 for the oldest, 2 for the next oldest, and so on. This was done for boys and girls separately After each child was assigned a number, the interviewer referred to the "Child Selection Form" as follows:

If there were two girls aged 2-13 in the household, the interviewer would go to the first line and conduct the interview about girl number 2. The first line would then be crossed out so that it could not be used again. For the next interview the second line would be used.

Child Selection Form

2	3	4	5	6
2	1	3	2	5
1	3	1	4	2
2	2	4	1	3
1	1	2	3	1
2	3	3	5	6
1	2	1	2	4

The same procedure was followed to decide which boy would be selected as the subject of the specific questions in the interview.

Weighting

Weights were applied to the data resulting from the sections of the questionnaire that were directed at specific boys or girls. This made it possible to make those data representative of all girls or boys in the United States. Weights were equal to the number of children within a particular age and sex group in the sample household.

Explanation Of Tables

Tables are presented in the order in which questions were asked of respondents. The exact wording of the question, probes excluded, is used as the table heading; however, in some instances it is abbreviated. Tables are identified by the numbers of the questions on which they are based.

Percentages may add to more than 100 because some respondents gave more than one answer to certain questions.

The tabulations based on questions relating to specific girls and boys were percentaged on weighted totals. However, the actual number of cases is shown on the tables. Tabulations based on general attitude questions were not percentaged on weighted totals.

Respondents were asked to indicate total annual family income before taxes for 1972 and then classified in approximately equal-sized groups as follows:

Group	Income	Families reporting
Lower	Under $8,000	543
Middle	$8,000-$12,999	644
Upper	$13,000 and over	693

A total of 281 respondents did not answer the income question.

Respondents were also classified according to age, education, region, and community size.

Demographic characteristics of the sample

		Age of mother			Family income			Education of mother			Region				Community size		
	Cases	Under 30	30-39	40 and over	Lower	Middle	Upper	Less than high school graduate	High school graduate	Some college or more	North-east	North Central	South	West	Metro-politan	Urban	Rural
	Number	Percent															
Age of mother:																	
Under 30	781	100	-	-	48	44	24	36	40	32	38	33	39	34	33	37	40
30-39	856	-	100	-	27	39	51	34	40	45	41	41	36	44	42	39	38
40 and over	512	-	-	100	24	17	25	29	20	23	21	26	25	21	25	23	22
Family income:																	
Lower	543	34	17	25	100	-	-	47	21	10	20	22	32	26	19	27	34
Middle	644	36	30	21	-	100	-	27	37	22	32	29	30	28	27	31	34
Upper	693	21	41	34	-	-	100	11	30	57	37	32	27	38	40	31	18
Education of mother:																	
Less than high school graduate	576	26	23	33	50	24	9	100	-	-	19	25	37	17	19	28	37
High school graduate	971	49	45	39	38	55	42	-	100	-	50	47	40	45	44	45	48
Some college or more	571	24	30	25	10	20	47	-	-	100	29	27	21	35	35	25	13
Region:																	
Northeast	511	25	24	21	18	25	27	17	26	26	100	-	-	-	30	22	14
North Central	602	25	29	31	24	27	28	26	29	28	-	100	-	-	30	29	22
South	741	37	31	35	43	35	28	48	30	27	-	-	100	-	20	38	54
West	307	13	16	13	15	13	17	9	14	19	-	-	-	100	20	11	10
Community size:																	
Metropolitan	846	35	41	41	29	35	49	29	38	51	50	41	23	54	100	-	-
Urban	890	43	40	41	44	43	40	44	41	39	38	43	46	33	-	100	-
Rural	425	22	19	18	27	22	11	27	21	10	12	16	31	13	-	-	100

Question 1: "Tell me which of the fibers . . . you have heard of being used in children's clothing."

	Cases	Cotton	Polyester	Cotton and polyester	Wool	Nylon	Cotton and rayon	Acrylic	Rayon	Cotton and nylon	Rayon and polyester	Acetate	Linen	Acrylic and cotton	Acrylic and nylon	Rayon and nylon	No answer
	Number	Percent															
All mothers	2,161	96	88	86	81	78	66	65	62	61	55	53	53	49	47	46	*
Age of mother:																	
Under 30	781	95	84	81	73	69	60	52	54	54	50	42	42	40	36	39	1
30-39	856	97	91	91	86	81	68	73	66	63	56	59	59	54	51	48	-
40 and over	512	97	87	86	87	87	70	70	69	69	59	59	61	53	55	52	*
Family income:																	
Lower	543	97	81	80	79	76	65	53	60	58	52	42	54	41	39	46	-
Middle	644	95	87	88	78	74	63	64	58	60	54	51	49	48	45	44	1
Upper	693	97	93	91	86	83	68	75	66	65	58	62	57	55	54	48	-
Education of mother:																	
Less than high school graduate	576	96	82	80	79	76	63	51	63	58	52	42	53	41	38	46	1
High school graduate	971	95	87	88	80	76	66	65	61	61	56	54	52	49	48	45	*
Some college or more	571	97	94	89	86	83	68	79	65	65	56	62	56	56	54	49	-
Region:																	
Northeast	511	97	87	87	90	82	70	71	68	66	56	57	61	52	53	48	*
North Central	602	95	89	87	82	78	69	71	64	62	59	56	54	52	52	50	*
South	741	96	87	86	76	75	62	55	60	58	51	49	52	45	39	43	1
West	307	97	87	83	79	79	61	66	57	61	53	47	43	45	44	42	-
Community size:																	
Metropolitan	846	97	87	86	83	78	64	66	64	61	52	53	51	47	47	43	*
Urban	890	96	88	86	79	78	67	63	60	61	56	52	53	49	45	47	*
Rural	425	95	88	86	82	79	65	66	63	63	56	53	58	51	49	50	1

*Less than 1 percent.

Question 1a: "Please tell me your experience with each one that you have heard of being used in children's clothing." ". . . have you used (fiber) in children's clothing or not?" (Asked for each fiber mothers had heard of being used in children's clothing.)

	Cases	Cotton	Polyester	Cotton and polyester	Wool	Nylon	Acrylic	Cotton and rayon	Cotton and nylon	Rayon	Rayon and polyester	Acetate	Acrylic and cotton	Linen	Acrylic and nylon	Rayon and nylon
	Number	Percent														
All mothers	2,161	93	79	78	63	62	49	41	41	35	31	30	27	23	23	20
Age of mother:																
Under 30	781	91	74	71	53	51	36	36	35	29	27	23	21	15	15	17
30-39	856	94	83	83	69	66	57	43	42	38	33	33	31	27	26	21
40 and over	512	93	81	79	69	72	55	46	50	41	35	34	30	27	28	23
Family income:																
Lower	543	93	71	69	59	57	34	42	39	36	29	20	22	22	18	19
Middle	644	91	77	80	57	55	47	39	37	31	30	28	25	19	22	19
Upper	693	94	85	85	70	69	62	42	46	37	34	38	33	26	28	21
Education of mother:																
Less than high school graduate	576	92	71	71	58	60	34	41	41	39	32	21	21	24	18	22
High school graduate	971	92	79	79	63	61	50	41	42	34	32	31	27	20	24	20
Some college or more	571	94	87	82	69	68	63	41	41	34	29	38	33	25	26	20
Region:																
Northeast	511	94	77	79	75	67	56	46	45	40	34	37	32	26	29	23
North Central	602	91	81	80	62	65	52	45	43	39	37	31	30	25	26	24
South	741	92	79	77	57	58	40	37	36	31	26	25	22	21	17	16
West	307	95	77	73	59	60	51	36	42	32	29	27	26	15	21	18
Community size:																
Metropolitan	846	93	79	77	68	63	52	41	42	38	30	33	27	23	24	19
Urban	890	93	79	77	61	62	45	41	40	35	31	27	27	24	21	20
Rural	425	92	79	79	56	60	49	42	42	33	34	29	28	19	25	23

Question 2: "Would you say she is very interested, fairly interested, or not very interested in [illegible] (or make) for her?"

	Cases	Very interested	Fairly interested	Not very interested	Don't know
	Number	Percent			
All mothers of girls 2-13	1,334	66	21	13	*
Age of girl					
2-5	456	57	24	18	1
6-10	495	68	21	11	*
11-13	383	74	17	9	*
Community size:					
Metropolitan	544	65	22	13	*
Urban	536	67	20	12	1
Rural	254	65	20	15	-
Family income:					
Lower	323	66	18	16	*
Middle	390	66	22	12	*
Upper	460	70	20	9	1

*Less than 1 percent.

Question 3: "All in all, how much say does she have in what kinds of clothes you get (or make) for her . . . ?"

	Cases	Quite a bit	Only a little	No say at all	Not sure
	Number	Percent			
All mothers of girls 2-13	1,334	53	31	15	1
Age of girl:					
2-5	456	29	36	34	1
6-10	495	59	34	7	*
11-13	383	72	23	4	1
Community size:					
Metropolitan	544	53	33	13	1
Urban	536	53	30	16	1
Rural	254	52	32	16	-
Family income:					
Lower	323	48	31	20	1
Middle	390	54	32	14	*
Upper	460	59	30	10	1

*Less than 1 percent.

Question 4: "How often does she go shopping with you to select her clothes . . ?"

	Cases	Usually	Occasionally	Infrequently	Not at all
	Number	Percent			
All mothers of girls age 2-13	1,334	56	25	13	6
Age of girl:					
2-5	456	49	23	18	10
6-10	495	52	29	14	5
11-13	383	68	22	6	4
Community size:					
Metropolitan	544	58	21	15	6
Urban	536	55	26	13	6
Rural	254	56	28	8	8
Family income:					
Lower	323	52	23	16	9
Middle	390	59	26	10	5
Upper	460	59	24	12	5

Question 5: "What problems, if any, have you had in shopping for her?"

	All mothers of girls age 2-13	Age of girl 2-5	6-10	11-13
	Percent			
No problems	30	37	32	18
Problems:	70	63	68	82
Size problems (general)	19	18	18	20
Clothes for tall or thin child	13	11	14	15
Limited style selections/ finding the right style	12	11	11	15
Clothing is expensive	11	11	9	12
Sizes don't run true/size inconsistencies	6	7	6	3
Clothes for husky child	5	2	7	*
Clothes for pre-teens	4	-	1	1
Child is too short and/or small	4	4	4	
Clothes that are not durable	4	3	5	
Poor workmanship	4	5	4	
Parent/child disagreement on styles	3	1	2	
Concern with potential shrinkage	3	3	3	
Fabrics that irritate	1	1	1	
All other mentions	2	3	3	
Not ascertained	2	2	2	
	Number			
Cases	1,334	456	495	

Question 6: " . . . Please tell me which clothing items (girl's name) wore this past spring and summer "

	Cases	Dungarees or jeans	Slacks	Shorts or hot pants	Tops or blouses	Dresses	Under-pants	Nightwear (pajamas or night
	Number	Percent						
All mothers of girls 2-13	1,334	60	73	95	98	86	98	96
Age of girl:								
2-5	456	46	76	95	96	91	95	96
6-10	495	58	72	96	98	86	98	96
11-13	383	78	71	95	99	82	99	97
Community size:								
Metropolitan	544	62	75	96	99	87	98	97
Urban	536	55	73	95	97	85	97	95
Rural	254	65	69	94	98	89	98	97
Family income:								
Lower	323	57	68	93	97	80	95	93
Middle	390	56	75	96	98	86	98	97
Upper	460	64	74	95	98	89	98	99
Region:								
Northeast	315	64	83	96	98	84	97	98
North Central	391	58	83	95	99	89	99	98
South	439	54	63	95	96	86	96	94
West	189	73	57	96	98	84	99	97

Question 7: " . . . What fibers or fiber blends on this list are (girl's name) spring and summer dungarees or jeans made of?" (Asked only of mothers who said their girls wore dungarees or jeans in the spring or summer.)

	Cases	All cotton	Polyester and cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other	Don't know
	Number	Percent							
All mothers of girls 2-13	815	67	40	11	5	2	1	*	6
Age of girl:									
2-5	216	64	37	9	7	1	1	-	9
6-10	297	67	40	13	5	3	3	*	6
11-13	302	69	41	11	5	1	*	-	4
Age of mother:									
Under 30	221	63	34	11	9	1	1	-	9
30-39	368	68	42	10	2	2	1	*	6
40 and over	224	68	43	14	8	2	1	-	5
Family income:									
Lower	194	66	35	12	6	3	2	-	9
Middle	220	65	38	11	5	1	*	*	5
Upper	295	66	48	12	5	1	2	-	5
Education of mother:									
Less than high school graduate	221	67	32	13	7	3	1	*	8
High school graduate	349	65	41	10	5	1	1	-	6
Some college or more	226	68	47	11	5	1	2	-	4
Region:									
Northeast	204	69	37	7	4	1	1	*	6
North Central	227	63	41	10	5	2	1	-	8
South	249	68	43	18	6	3	1	-	5
West	135	68	36	5	8	-	1	-	5
Community size:									
Metropolitan	349	66	42	9	4	1	1	*	-
Urban	302	68	38	12	6	2	2	-	5
Rural	164	65	37	14	7	3	1	-	6

*Less than 1 percent.

" . . . What fibers or fiber blends on this list are (girl's name) spring and summer slacks, shorts or hot pants made of?"
(Asked only of mothers who said their girls wore slacks, shorts or hot pants in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	All nylon	Cotton and nylon	All acrylic	Other	Don't know
	Number	Percent							
All mothers of girls 2-13	1,288	51	49	28	11	7	6	*	5
Age of girl:									
2-5	444	53	52	29	13	7	4	*	3
6-10	479	50	49	26	12	7	6	1	6
11-13	365	51	46	28	8	6	7	*	6
Age of mother:									
Under 30	407	49	51	30	13	7	5	*	5
30-39	591	52	47	27	10	6	6	-	5
40 and over	288	51	50	27	11	9	5	1	6
Family income:									
Lower	309	45	51	23	9	6	4	*	7
Middle	382	47	51	29	13	6	3	-	5
Upper	459	63	43	32	10	6	9	1	5
Education of mother:									
Less than high school graduate	363	38	54	21	13	9	4	1	5
High school graduate	563	53	46	30	10	5	5	-	6
Some college or more	338	65	49	31	9	6	9	1	3
Region:									
Northeast	303	57	43	25	13	6	9	1	5
North Central	379	53	49	27	13	8	5	1	5
South	422	49	52	32	10	6	4	*	3
West	184	45	51	22	6	6	4	*	9
Community size:									
Metropolitan	533	59	48	27	8	6	7	1	6
Urban	517	48	49	28	12	8	4	-	5
Rural	238	45	51	28	15	4	4	*	2

*Less than 1 percent.

Question 7: " . . . What fibers or fiber blends on this list are (girl's name) spring and summer tops or blouses made of?" (Asked only of mothers who said their girls wore tops or blouses in the spring or summer.)

	Cases	All cotton	Polyester and cotton	All polyester	All nylon	Cotton and nylon	All acrylic	Other	Don't know
	Number	Percent							
All mothers of girls 2-13:	1,301	56	54	23	16	10	7	*	2
Age of girl:									
2-5	436	61	52	22	14	10	5	-	2
6-10	484	57	52	22	18	11	9	*	3
11-13	381	51	58	25	15	10	7	-	1
Age of mother:									
Under 30	404	57	49	21	18	10	5	-	3
30-39	597	56	55	24	16	10	8	*	2
40 and over	298	57	57	24	13	13	7	-	1
Family income:									
Lower	311	60	48	21	12	11	4	1	3
Middle	381	53	52	21	17	9	5	-	2
Upper	448	55	64	27	17	11	12	-	1
Education of mother:									
Less than high school graduate	368	59	39	15	15	13	3	1	4
High school graduate	567	53	58	26	15	8	8	-	2
Some college or more	342	58	64	27	19	11	10	-	1
Region:									
Northeast	306	53	55	24	20	11	7	-	3
North Central	388	54	54	24	16	11	10	-	3
South	423	58	53	22	14	10	4	-	3
West	184	63	52	22	14	8	9	1	-
Community size:									
Metropolitan	535	56	58	26	17	11	9	*	3
Urban	519	60	49	19	15	10	7	-	2
Rural	247	49	53	27	16	11	5	-	2

*Less than 1 percent.

Question 7: " . . . What fibers or fiber blends on this list are (girl's name) spring and summer dresses made of?" (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other	Don't know
	Number	Percent							
All mothers of girls 2-13	1,149	57	45	35	7	7	5	1	3
Age of girl:									
2-5	415	55	55	32	7	6	5	*	3
6-10	421	59	45	34	8	7	6	1	3
11-13	313	55	33	41	5	7	5	1	3
Age of mother:									
Under 30	369	53	50	36	7	6	4	-	3
30-39	523	60	44	34	5	5	5	1	3
40 and over	255	53	42	35	9	12	7	1	3
Family income:									
Lower	260	50	48	29	6	10	3	1	5
Middle	335	54	43	39	8	6	4	-	3
Upper	408	68	42	37	6	5	7	1	2
Education of mother:									
Less than high school graduate	299	45	51	29	9	7	4	1	4
High school graduate	510	59	41	38	6	7	7	1	2
Some college or more	319	63	46	37	6	6	5	1	3
Region:									
Northeast	262	55	52	27	8	8	6	-	2
North Central	345	59	44	35	7	7	7	1	4
South	383	56	42	41	5	6	3	1	3
West	159	53	46	33	7	6	6	1	3
Community size:									
Metropolitan	473	59	45	33	7	7	7	1	3
Urban	452	55	46	35	8	8	5	1	3
Rural	224	55	45	40	5	4	4	-	2

*Less than 1 percent.

Question 7: " - - - What fibers or fiber blends on this list are (girl's name) spring and summer underpants made of?" (Asked only of mothers who said their girls wore underpants in the spring and summer.)

	Cases	All cotton	All nylon	Cotton and nylon	Polyester and cotton	All polyester	All acrylic	Other	Don't know
	Number	Percent							
All mothers of girls 2-13	1,297	66	35	11	6	1	1	1	2
Age of girl:									
2-5	432	77	29	9	5	1	*	1	2
6-10	486	67	34	12	8	1	1	1	2
11-13	379	54	45	11	5	1	2	1	2
Age of mother:									
Under 30	398	69	37	11	4	*	1	1	2
30-39	601	65	35	11	7	1	*	1	1
40 and over	296	65	35	9	7	3	3	1	3
Family income:									
Lower	307	61	36	13	6	1	1	2	3
Middle	383	63	38	13	5	1	2	1	2
Upper	449	73	31	7	6	2	*	*	1
Education of mother:									
Less than high school graduate	364	58	42	11	6	1	1	3	3
High school graduate	570	68	33	10	7	1	1	*	1
Some college or more	338	73	31	11	6	2	*	-	1
Region:									
Northeast	304	75	23	11	5	2	2	1	2
North Central	386	72	34	11	6	2	1	*	1
South	421	53	45	12	9	1	*	1	3
West	186	73	37	7	2	1	*	2	1
Community size:									
Metropolitan	530	68	31	10	6	2	2	1	2
Urban	519	67	39	9	6	1	1	1	1
Rural	248	61	37	17	7	1	-	1	2

*Less than 1 percent.

Question 7: " . . . What fibers or fiber blends on this list are (girl's *name*) spring and summer nightwear made of?" (Asked only who said their girls wore nightwear in the spring and summer.)

	Cases	All cotton	Polyester and cotton	All nylon	Cotton and nylon	All polyester	All acrylic	Othe
	Number	Percent						
All mothers of girls 2-13	1,296	64	24	16	12	5	2	1
Age of girl:								
2-5	443	71	22	13	11	4	1	-
6-10	479	65	24	16	12	6	2	1
11-13	374	54	25	21	14	5	1	1
Age of mother:								
Under 30	400	68	19	15	17	3	1	-
30-39	601	63	26	17	9	5	2	1
40 and over	293	61	25	17	13	7	2	*
Family income:								
Lower	297	69	15	13	13	3	*	1
Middle	382	62	21	15	15	7	1	1
Upper	457	61	33	19	10	5	3	-
Education of mother:								
Less than high school graduate	356	67	14	16	13	3	1	2
High school graduate	573	63	25	13	12	5	3	-
Some college or more	343	63	35	21	11	6	1	-
Region:								
Northeast	313	63	24	12	13	5	2	*
North Central	384	65	27	16	10	7	2	-
South	417	62	21	18	14	4	1	1
West	182	65	22	19	12	5	1	1
Community size:								
Metropolitan	532	63	25	15	13	7	2	1
Urban	518	67	21	18	12	4	1	*
Rural	246	60	26	16	10	4	2	-

*Less than 1 percent.

Question 8: " . . . We'd like to know if (girl's name) spring and summer clothes are knit or woven. . . . are her dungarees or jeans knit or woven or does she have both?" (Asked only of mothers who said their girls wore dungarees or jeans in the spring and summer.)

	Cases	Knit	Woven	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	815	9	61	26	4
Age of girl:					
2-5	216	7	64	24	5
6-10	297	8	64	26	2
11-13	302	13	56	27	4
Age of mother:					
Under 30	221	9	64	22	5
30-39	368	9	62	27	2
40 and over	224	11	57	28	4
Family income:					
Lower	194	10	60	25	5
Middle	220	13	58	28	1
Upper	295	7	64	27	2
Education of mother:					
Less than high school graduate	221	16	52	27	5
High school graduate	349	8	60	27	5
Some college or more	226	5	73	21	1
Region:					
Northeast	204	10	69	17	4
North Central	227	9	50	36	5
South	249	10	59	28	3
West	135	7	74	18	1
Community size:					
Metropolitan	349	8	63	23	6
Urban	302	11	60	26	3
Rural	164	8	59	32	1

Question 8: " . . . Are her slacks, shorts, or hot pants knit or woven or does she have both?" (Asked only of mothers who said their girls wore slacks, shorts, or hot pants in the spring and summer.)

	Cases	Knit	Woven	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	1,288	28	29	40	3
Age of girl:					
2-5	444	31	30	37	2
6-10	479	27	26	44	3
11-13	365	26	30	40	4
Age of mother:					
Under 30	407	30	26	41	3
30-39	591	29	28	40	4
40 and over	288	25	32	41	2
Family income:					
Lower	309	28	32	38	3
Middle	382	29	27	41	3
Upper	439	28	28	41	3
Education of mother:					
Less than high school graduate	363	29	31	37	3
High school graduate	563	30	26	40	4
Some college or more	338	25	29	44	2
Region:					
Northeast	303	28	28	39	5
North Central	379	28	24	46	2
South	422	28	30	40	2
West	184	31	35	30	4
Community size:					
Metropolitan	533	26	30	40	4
Urban	517	28	26	42	4
Rural	238	33	30	36	1

Question 8: " . . . Are her tops or blouses knit or woven or does she have both?" (Asked only of mothers who said their girls wore tops and blouses in the spring and summer.)

	Cases	Knit	Woven	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	1,301	21	27	49	3
Age of girl:					
2-5	456	25	28	45	2
6-10	484	19	26	52	3
11-13	381	20	26	52	2
Age of mother:					
Under 30	404	23	27	47	3
30-39	597	20	27	51	2
40 and over	298	23	25	51	1
Family income:					
Lower	311	21	32	45	2
Middle	381	24	26	49	1
Upper	448	19	26	55	*
Education of mother:					
Less than high school graduate	368	23	28	44	5
Hich school graduate	567	22	25	51	2
Some college or more	342	20	27	52	1
egion:					
Northeast	306	23	26	49	2
North Central	388	18	21	58	3
South	423	23	29	46	2
West	184	23	35	40	2
Community size:					
Metropolitan	535	20	26	51	3
Urban	519	20	28	51	1
Rural	247	28	25	45	2

*Less than 1 percent.

estion 8: " . . . Are her dresses knit or woven or does she have both?" (Asked only of mothers who said their girls wo
in the spring and summer.)

	Cases	Knit	Woven	Both
	Number	Percent		
All mothers of girls 2-13	1,149	11	46	41
Age of girl:				
2-5	415	10	52	34
6-10	421	10	47	42
11-13	313	13	37	49
Age of mother:				
Under 30	369	12	47	37
30-39	523	10	45	43
40 and over	255	10	46	42
Family income:				
Lower	260	14	48	34
Middle	335	12	44	42
Upper	408	9	47	43
Education of mother:				
Less than high school graduate	299	10	51	37
High school graduate	510	13	43	41
Some college or more	319	9	44	45
Region:				
Northeast	262	8	49	41
North Central	345	7	41	48
South	383	14	45	39
West	159	14	55	30
Community size:				
Metropolitan	473	9	45	43
Urban	452	10	47	41
Rural	224	17	44	37

Question 9: "Now we'd like to know about the finish of her spring and summer clothing. Does she have dungarees or jeans with a durable or permanent press finish, or without a durable press finish, or does she have both?" (Asked only of mothers who said their girls wore dungarees or jeans in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	815	58	12	29	1
Age of girls:					
2-5	216	54	12	32	2
6-10	297	58	11	29	2
11-13	302	59	13	27	1
Age of mothers:					
Under 30	221	56	11	32	1
30-39	368	58	12	28	2
40 and over	224	58	11	29	2
Family income:					
Lower	194	54	13	30	3
Middle	220	55	13	31	1
Upper	295	64	10	26	*
Education of mother:					
Less than high school graduate	221	55	11	32	2
High school graduate	349	58	11	30	1
Some college or more	226	60	12	27	1
Region:					
Northeast	204	52	18	27	3
North Central	227	59	8	31	2
South	249	60	9	30	1
West	135	58	13	28	1
Community size:					
Metropolitan	349	57	12	29	2
Urban	302	57	12	29	2
Rural	164	60	9	30	1

*Less than 1 percent.

Question 9: " . . . Does she have slacks, shorts, or hot pants with a durable or permanent press finish, or without a durable press finish, or does she have both?" (Asked only of mothers who said their girls wore slacks, shorts or hot pants in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	1,288	64	5	29	2
Age of girls:					
2-5	444	65	5	28	2
6-10	479	60	5	32	3
11-13	365	69	5	25	1
Age of mothers:					
Under 30	407	65	5	29	1
30-39	591	63	6	29	2
40 and over	288	66	5	28	1
Family income:					
Lower	309	55	8	35	2
Middle	382	65	5	28	2
Upper	439	71	3	24	2
Education of mother:					
Less than high school graduate	363	58	7	33	2
High school graduate	563	67	4	27	2
Some college or more	338	67	5	27	1
Region:					
Northeast	303	61	6	30	3
North Central	379	65	3	30	2
South	422	65	5	29	1
West	184	67	6	21	6
Community size:					
Metropolitan	533	62	5	30	3
Urban	517	65	5	28	2
Rural	238	68	4	27	1

Question 9: " . . . Does she have tops or blouses with a durable or permanent press finish, or without a durable press finish, or does she have both?" (Asked only of mothers who said their girls wore tops or blouses in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	1,301	62	5	32	1
Age of girls:					
2-5	436	62	4	33	1
6-10	484	61	6	32	1
11-13	381	65	5	30	*
Age of mothers:					
Under 30	404	64	4	32	*
30-39	597	62	5	32	1
40 and over	298	62	6	31	1
Family income:					
Lower	311	54	6	39	1
Middle	381	67	6	27	*
Upper	448	68	3	28	1
Education of mother:					
Less than high school graduate	368	55	6	38	1
High school graduate	567	68	4	27	1
Some college or more	342	63	6	31	*
Region:					
Northeast	306	62	3	35	*
North Central	388	59	5	34	2
South	423	65	5	30	*
West	184	65	8	25	2
Community size:					
Metropolitan	535	62	6	31	1
Urban	519	62	4	34	-
Rural	247	67	4	28	1

*Less than 1 percent.

" . . . Does she have dresses with a durable or permanent press finish, or without a durable press finish, or does both?" (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
of girls 2-13	1,149	65	5	29	1
Girls:					
	415	66	3	31	*
	421	62	7	31	*
	313	70	4	26	*
Age of mothers:					
Under 30	369	65	4	31	*
30-39	523	65	5	30	*
40 and over	255	67	6	27	*
Family income:					
Lower	260	54	7	38	1
Middle	335	67	5	28	-
Upper	408	75	3	24	*
Education of mother:					
Less than high school graduate	299	58	7	35	*
High school graduate	510	69	4	27	*
Some college or more	319	70	3	27	*
Region:					
Northeast	262	65	3	32	*
North Central	345	64	5	31	*
South	383	67	5	27	1
West	159	68	6	25	1
Community size:					
Metropolitan	473	65	5	29	1
Urban	452	63	5	32	*
Rural	224	71	3	26	*

*Less than 1 percent.

Question 9: " . . . Does she have nightwear with a durable or permanent press finish, or without a durable press finish, or does she have both?" (Asked only of mothers who said their girls wore nightwear in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of girls 2-13	1,296	56	20	20	4
Age of girls:					
2-5	443	52	22	22	4
6-10	479	57	20	20	3
11-13	374	59	18	20	3
Age of mothers:					
Under 30	400	57	19	20	4
30-39	601	54	21	21	4
40 and over	293	60	18	20	2
Family income:					
Lower	297	45	29	21	5
Middle	382	60	17	19	4
Upper	457	61	16	21	2
Education of mother:					
Less than high school graduate	356	50	26	19	5
High school graduate	573	61	17	19	3
Some college or more	343	56	18	23	3
Region:					
Northeast	313	55	16	24	5
North Central	384	61	17	21	1
South	417	54	23	20	3
West	182	53	26	15	6
Community size:					
Metropolitan	532	57	19	21	3
Urban	518	56	21	19	4
Rural	246	55	19	22	4

10: " . . . Which one fiber or blend do you like best for her spring and summer dungarees or jeans?" (Asked only of ...rs who said their girls wore dungarees or jeans in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	Cotton and nylon	All acrylic	All nylon	No preference indicated
	Number	Percent						
All mothers of girls 2-13	815	51	27	12	3	1	*	6
Age of girl:								
2-5	216	51	25	13	3	1	*	7
6-10	297	52	26	12	3	1	1	5
11-13	302	49	30	12	3	-	-	6
Age of mother:								
Under 30	221	45	31	13	3	1	1	6
30-39	368	53	27	12	1	1	*	5
40 and over	224	52	24	12	5	-	*	8
Family income:								
Lower	194	46	29	13	3	-	*	9
Middle	220	49	29	15	3	1	-	4
Upper	295	57	22	11	2	1	1	5
Education of mother:								
Less than high school graduate	221	42	31	12	4	-	1	10
High school graduate	349	52	25	15	3	1	*	5
Some college or more	226	58	27	9	1	1	-	4
Region:								
Northeast	204	50	33	7	1	-	*	8
North Central	227	54	26	10	3	2	*	5
South	249	50	22	21	2	-	1	5
West	135	48	30	8	6	-	1	8
Community size:								
Metropolitan	349	54	26	9	1	1	*	8
Urban	302	47	29	15	4	-	*	4
Rural	164	50	26	14	4	*	1	6

*Less than 1 percent.

Question 10: " . . . Which one fiber or blend do you like best for her spring and summer slacks, shorts or hot pants?" (Asked only of mothers who said their girls wore slacks, shorts or hot pants in the spring and summer.)

	Cases	Polyester and cotton	All polyester	All cotton	All nylon	Cotton and nylon	All acrylic	No preference indicated
	Number	Percent						
All mothers of girls 2-13	1,288	45	22	17	5	2	1	8
Age of girl:								
2-5	444	43	23	17	7	2	1	7
6-10	479	46	20	17	5	3	2	9
11-13	365	46	24	16	2	3	1	8
Age of mother:								
Under 30	407	41	24	18	6	2	1	8
30-39	591	47	22	17	4	1	1	7
40 and over	288	45	19	14	4	4	2	12
Family income:								
Lower	309	37	21	24	4	3	1	10
Middle	382	46	24	16	6	2	*	7
Upper	439	52	22	10	4	2	2	8
Education of mother:								
Less than high school graduate	363	34	18	26	7	5	1	9
High school graduate	563	47	24	14	4	1	1	8
Some college or more	338	55	21	11	3	1	2	7
Region:								
Northeast	303	50	17	15	5	2	3	8
North Central	379	49	19	14	6	3	1	8
South	422	38	29	19	5	2	1	7
West	184	43	20	19	2	2	2	12
Community size:								
Metropolitan	533	48	21	15	4	2	1	8
Urban	517	43	22	17	6	3	2	8
Rural	238	43	22	20	3	3	1	8

*Less than 1 percent.

. do you like best for her spring and summer tops or blouses?" (Asked only of mothers
n the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	All nylon	Cotton and nylon	All acrylic	No preference indicated
	Number	Percent						
	1,301	49	18	17	4	3	2	7
	436	49	18	17	4	5	1	8
	484	48	19	18	4	2	2	7
	381	52	17	16	5	3	1	6
	404	44	19	19	5	4	1	7
	597	53	17	16	5	1	2	6
40 and over	298	48	17	18	2	6	3	6
Family income:								
Lower	311	40	24	17	4	5	2	9
Middle	381	48	18	19	6	3	1	5
Upper	448	58	12	17	3	1	2	7
Education of mother:								
Less than high school graduate	368	38	25	13	8	7	1	9
High school graduate	567	51	15	20	3	2	2	7
Some college or more	342	60	15	15	2	1	1	5
Region:								
Northeast	306	51	15	17	4	3	3	7
North Central	388	52	16	14	5	4	1	8
South	423	46	20	20	4	4	1	5
West	184	48	19	15	5	2	2	9
Community size:								
Metropolitan	535	50	17	18	4	2	2	8
Urban	519	48	19	15	5	5	2	6
Rural	247	52	16	17	5	2	*	8

*Less than 1 percent.

Question 10: " . . . Which one fiber or blend do you like best for her spring and summer dresses?" (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Cases	Polyester and cotton	All polyester	All cotton	Cotton and nylon	All acrylic	All nylon	No preference indicated
	Number	Percent						
All mothers of girls 2-13	1,149	52	23	14	2	1	1	6
Age of girl:								
2-5	415	52	21	16	2	2	*	7
6-10	421	52	24	14	2	1	1	5
11-13	313	53	25	10	2	1	1	8
Age of mother:								
Under 30	369	48	24	16	2	2	*	8
30-39	523	55	23	13	1	1	1	5
40 and over	255	51	23	11	3	1	1	10
Family income:								
Lower	260	45	22	20	2	2	1	8
Middle	335	50	28	13	2	1	1	4
Upper	408	60	22	9	1	2	*	6
Education of mother:								
Less than high school graduate	299	43	23	22	4	1	*	7
High school graduate	510	51	25	12	2	2	1	7
Some college or more	319	64	20	9	*	2	*	4
Region:								
Northeast	262	56	14	18	3	1	1	7
North Central	345	53	23	12	3	2	1	6
South	383	49	31	11	2	1	1	6
West	159	52	21	15	-	2	-	10
Community size:								
Metropolitan	473	55	21	13	1	2	1	6
Urban	452	51	23	14	3	1	1	7
Rural	224	50	27	16	-	1	*	6

*Less than 1 percent.

Question 10: " . . . Which one fiber or blend do you like best for her spring and summer underpants?" (Asked only of mothers who said their girls wore underpants in the spring and summer.)

	Cases	All cotton	All nylon	Cotton and nylon	Polyester and cotton	All polyester	All acrylic	No preference indicated
	Number	Percent						
All mothers of girls 2-13	1,297	55	22	8	7	2	*	5
Age of girl:								
2-5	432	62	16	7	6	2	*	6
6-10	486	58	18	10	8	2	-	4
11-13	379	43	34	7	8	1	1	6
Age of mother:								
Under 30	398	58	18	11	5	2	*	6
30-39	601	55	23	7	9	2	*	4
40 and over	296	52	25	6	8	2	*	7
Family income:								
Lower	307	51	23	11	6	1	-	7
Middle	383	53	24	10	7	1	*	4
Upper	449	59	19	5	9	3	1	4
Education of mother:								
Less than high school graduate	364	49	28	9	6	1	-	7
High school graduate	570	56	20	8	8	2	*	5
Some college or more	338	61	18	7	7	2	1	3
Region:								
Northeast	304	68	9	9	6	1	1	6
North Central	386	58	20	7	7	2	1	5
South	421	42	32	9	9	2	-	6
West	186	59	26	4	6	1	-	4
Community size:								
Metropolitan	530	60	18	9	5	1	1	7
Urban	519	53	27	7	7	2	*	4
Rural	248	49	21	8	14	2	-	6

*Less than 1 percent.

Question 10: " . . . Which one fiber or blend do you like best for her spring and summer nightwear?" (Asked only of mothers who said their girls wore nightwear in the spring and summer.)

	Cases	All cotton	Polyester and cotton	Cotton and nylon	All nylon	All polyester	All acrylic	No preference indicated
	Number	Percent						
All mothers of girls 2-13	1,296	44	30	8	7	4	1	6
Age of girl:								
2-5	445	47	29	7	5	5	1	6
6-10	479	48	29	7	7	4	1	6
11-13	374	38	33	10	9	4	*	6
Age of mother:								
Under 30	400	48	25	8	6	4	1	8
30-39	601	44	32	8	6	3	1	6
40 and over	293	39	33	8	9	6	-	5
Family income:								
Lower	297	55	19	7	7	5	*	7
Middle	382	44	30	9	6	5	1	5
Upper	457	37	39	8	6	4	1	4
Education of mother:								
Less than high school graduate	356	55	18	8	7	5	1	6
High school graduate	573	40	33	9	7	4	1	6
Some college or more	343	41	39	5	6	4	*	5
Region:								
Northeast	313	44	35	7	3	3	*	7
North Central	384	41	34	8	5	5	1	6
South	417	43	27	9	11	4	1	5
West	182	57	21	7	7	3	*	6
Community size:								
Metropolitan	532	42	31	9	6	5	1	6
Urban	518	48	27	8	9	3	*	5
Rural	246	42	35	5	5	5	1	7

*Less than 1 percent.

Question 11: "Why do you prefer (fiber preferred) for her dungarees or jeans?" (Asked only if reported a preference.)

	All mothers of girls 2-13		
	Polyester and cotton	All cotton	All polyester
	Percent		
Care and laundering	79	47	78
Requires little or no ironing	53	12	53
Easy to wash	21	26	15
Easy to care for (general)	11	9	14
Easy to dry	5	3	3
Easy to iron	2	3	2
Stains come out easily	*	1	-
Performance, durability	61	71	56
Long lasting, durable, wears well	45	63	35
Holds its shape	10	7	16
Does not wrinkle	8	*	11
Does not shrink	6	4	2
Colorfast	4	3	9
Resists stains	1	4	2
Does not snag, pick, pull, tear or run	-	1	-
Appearance and style	17	6	14
Looks nice, neat, dressy	17	5	14
Comes in pretty colors and patterns	1	*	1
Other appearance and style mentions	*	1	-
Comfort and fit	11	20	22
Fits well	4	2	13
Soft, feels good, does not irritate	4	5	7
Cool, absorbent	2	9	-
Comfortable (general)	1	3	1
Does not cling	*	1	1
Warm	-	3	1
Economical	2	7	-
Easy to mend/sew	-	*	1
All other mentions	*	1	-
Don't know/no answer 1/	3	10	2
	Number		
Cases	422	218	96

n 1 percent.
les some respondents who said "don't know, just like it."

Question 11: "Why do you prefer (fiber preferred) for her slacks, shorts, or hot pants?" (Asked only if reported a preference.)

	All mothers of girls 2-13		
	Polyester and cotton	All polyester	All cotton
	Percent		
Care and laundering	82	83	53
Requires little or no ironing	59	55	10
Easy to wash	22	19	24
Easy to care for (general)	10	17	19
Easy to dry	6	4	3
Easy to iron	2	1	3
Stains come out easily	*	*	1
Other care and laundering mentions	*	1	1
Performance, durability	53	47	52
Long lasting, durable, wears well	34	28	43
Holds its shape	12	13	5
Does not wrinkle	9	8	1
Colorfast	5	7	3
Does not shrink	5	4	2
Resists stains	1	1	5
Other performance and durability mentions	*	1	2
Appearance and style	19	20	11
Looks nice, neat, dressy	19	19	10
Comes in pretty colors and patterns	1	1	1
Other appearance and style mentions	1	1	*
Comfort and fit	15	23	29
Soft, feels good, does not irritate	5	2	6
Cool, absorbent	5	3	20
Fits well	4	17	2
Comfortable (general)	2	3	1
Does not cling	1	-	3
Lightweight	*	1	-
Warm	-	-	2
Economical	1	1	8
Easy to mend/sew	*	1	-
Don't know/no answer 1/	3	2	5
	Number		
Cases	589	294	194

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 11: "Why do you prefer (fiber preferred) for her tops or blouses?" (Asked only if reported a preference.)

	All mothers of girls 2-13		
	Polyester and cotton	All polyester	A co
	Percent		
Care and laundering	83	83	4(
Requires little or no ironing	58	60	
Easy to wash	21	23	
Easy to care for (general)	13	11	
Easy to dry	6	5	
Easy to iron	2	2	
Can be bleached	-	-	
Other care and laundering mentions	-	-	
Performance, durability	45	48	3
Long lasting, durable, wears well	23	25	
Holds its shape	11	16	
Does not wrinkle	10	9	
Colorfast	5	7	
Does not shrink	5	5	
Resists stains	1	2	
Appearance and style	24	24	2
Looks nice, neat, dressy	21	23	
Comes in pretty colors and patterns	4	1	
Other appearance and style mentions	*	-	
Comfort and fit	18	19	:
Cool, absorbent	7	4	
Soft, feels good, does not irritate	4	3	
Fits well	4	9	
Comfortable (general)	3	4	
Does not cling	1	-	
Good for year-round wear	-	-	
Other comfort and fit mentions	1	*	
Economical	1	1	
Easy to mend/sew	-	-	
Don't know/no answer 1/	2	1	
	Number		
Cases	651	233	

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 11: "Why do you prefer (fiber preferred) for her dresses?" (Asked only if reported a preference.)

	All mothers of girls 2-13		
	Polyester and cotton	All polyester	All cotton
	Percent		
Care and laundering	79	79	48
Requires little or no ironing	60	53	12
Easy to wash	19	21	20
Easy to care for (general)	8	13	10
Easy to dry	4	5	*
Easy to iron	2	1	3
Can be starched	*	-	5
Stains come out easily	*	1	-
Performance, durability	42	43	30
Long lasting, durable, wears well	22	16	22
Does not wrinkle	11	17	1
Holds its shape	8	14	6
Colorfast	5	9	1
Does not shrink	3	3	2
Resists stains	1	1	1
Appearance and style	32	35	36
Looks nice, neat, dressy	28	32	33
Comes in pretty colors and patterns	3	5	6
Comfort and fit	13	11	25
Cool, absorbent	4	3	15
Soft, feels good, does not irritate	3	2	6
Fits well	3	5	4
Comfortable (general)	3	2	1
Does not cling	1	1	*
Good for year-round wear	1	-	-
Economical	1	1	5
All other mentions	*	1	1
Don't know/no answer 1/	6	1	10
	Number		
Cases	599	276	151

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 11: "Why do you prefer (fiber preference) for her undorpants?" (Asked only if report a preference.)

	All mothers of girls 2-13			
	All cotton	Nylon	Polyester and cotton	Cott and nyl
	Percent			
Comfort and fit	51	39	34	37
Cool, absorbent	20	7	7	
Soft, feels good, does not irritate	19	16	17	
Comfortable (general)	8	9	9	
Warm	5	1	1	
Does not cling	4	1	1	
Fits well	3	9	2	
Good for year-round wear	1	1	-	
Lightweight	*	*	1	
Other comfort and fit mentions	*	*	-	
Performance, durability	44	42	53	55
Long lasting, durable, wears well	40	27	40	
Holds its shape	3	7	10	
Colorfast	3	3	2	
Does not shrink	1	3	3	
Resists stains	1	5	3	
Does not wrinkle	1	2	4	
Care and laundering	23	32	40	21
Easy to wash	17	18	16	
Easy to care for (general)	3	5	9	
Requires little or no ironing	3	2	16	
Can be bleached	1	-	-	
Easy to dry	1	13	8	
Easy to iron	1	-	1	
Appearance and style	4	15	9	5
Looks nice, neat, dressy	2	13	8	
Less transparent	1	-	-	
Comes in pretty colors and patterns	1	2	1	
Economical	3	1	1	3
Child prefers it	-	1	-	1
Sanitary, healthier	1	-	-	-
All other mentions	1	1	-	1
Don't know/no answer 1/	12	13	13	14
	Number			
Cases	696	298	105	102

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 11: "Why do you prefer (fiber preferred) for her nightwear?" (Asked only if reported a preference.)

	All mothers of girls 2-13			
	All cotton	Polyester and cotton	Cotton and nylon	All nylon
	Percent			
Comfort and fit	68	41	52	51
Cool, absorbent	30	16	15	14
Soft, feels good, does not irritate	22	12	18	26
Warm	15	5	1	-
Comfortable (general)	13	10	18	13
Does not cling	4	1	2	3
Fits well	1	1	3	2
Care and laundering	27	64	46	40
Easy to wash	15	16	21	16
Easy to care for (general)	7	13	14	11
Requires little or no ironing	7	40	17	10
Easy to dry	1	5	4	13
Easy to iron	*	1	1	-
Performance, durability	23	34	29	21
Long lasting, durable, wears well	19	22	23	19
It is not flammable	2	-	-	-
Does not wrinkle	1	9	4	1
Colorfast	1	1	-	2
Does not shrink	1	2	-	-
Holds its shape	*	2	7	1
Resists stains	*	1	-	2
Appearance and style	3	16	8	21
Looks nice, neat, dressy	2	15	5	16
Comes in pretty colors and patterns	1	2	1	2
Other appearance and style mentions	-	-	1	3
Economical	5	1	2	1
All other mentions	1	-	-	2
Don't know/no answer 1/	9	6	7	12
	Number			
Cases	554	390	110	99

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 12: "Do you prefer knit or woven fabric for her spring and summer dungarees or jeans?" (Asked only of mothers who said their girls wore dungarees or jeans in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of girls 2-13	815	22	53	25
Age of girl:				
2-5	216	24	54	22
6-10	297	19	59	22
11-13	302	25	47	28
Age of mother:				
Under 30	221	28	53	19
30-39	368	20	55	25
40 and over	224	22	49	29
Family income:				
Lower	194	28	44	28
Middle	220	23	52	25
Upper	295	20	60	20
Education of mother:				
Less than high school graduate	221	26	46	28
High school graduate	349	23	52	25
Some college or more	226	18	64	18
Region:				
Northeast	204	17	53	30
North Central	227	22	55	23
South	249	29	45	26
West	135	17	64	19
Community size:				
Metropolitan	349	19	57	24
Urban	302	25	49	26
Rural	164	24	53	23

Question 12: "Do you prefer knit or woven fabric for her spring and summer slacks, shorts, or hot pants?" (Asked only of mothers who said their girls wore slacks, shorts or hot pants in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,288	43	31	26
Age of girl:				
2-5	444	45	32	23
6-10	479	43	30	27
11-13	365	39	30	31
Age of mother:				
Under 30	407	46	31	23
30-39	591	42	31	27
40 and over	288	39	29	32
Family income:				
Lower	309	40	34	26
Middle	382	47	30	23
Upper	439	40	31	29
Education of mother:				
Less than high school graduate	363	42	34	24
High school graduate	563	46	27	27
Some college or more	338	39	33	28
Region:				
Northeast	303	41	30	29
North Central	379	46	30	24
South	422	42	31	27
West	184	38	33	29
Community size:				
Metropolitan	533	40	31	29
Urban	517	44	29	27
Rural	238	46	33	21

Question 12: "Do you prefer knit or woven fabric for her spring and summer tops or blouses?" (Asked only of mothers who said their girls wore tops or blouses in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,301	39	29	32
Age of girl:				
2-5	436	46	26	28
6-10	484	37	33	30
11-13	381	35	26	39
Age of mother:				
Under 30	404	46	26	28
30-39	597	38	31	31
40 and over	298	33	29	38
Family income:				
Lower	311	35	34	31
Middle	381	45	27	29
Upper	448	37	29	34
Education of mother:				
Less than high school graduate	368	39	35	28
High school graduate	567	42	26	32
Some college or more	342	35	29	36
Region:				
Northeast	306	38	26	36
North Central	388	40	27	33
South	423	39	32	29
West	184	39	30	31
Community size:				
Metropolitan	535	33	32	35
Urban	519	41	27	32
Rural	247	46	28	26

Question 12: "Do you prefer knit or woven fabric for her spring and summer dresses?" (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,149	25	43	32
Age of girl:				
2-5	415	25	45	30
6-10	421	22	48	30
11-13	313	27	35	38
Age of mother:				
Under 30	369	29	41	30
30-39	523	24	45	31
40 and over	255	19	44	37
Family income:				
Lower	260	25	43	32
Middle	335	30	43	27
Upper	408	21	47	32
Education of mother:				
Less than high school graduate	299	24	47	29
High school graduate	510	28	40	32
Some college or more	319	21	45	34
Region:				
Northeast	262	20	46	34
North Central	345	22	44	34
South	383	31	39	30
West	159	22	47	31
Community size:				
Metropolitan	473	21	44	35
Urban	452	26	42	32
Rural	224	30	45	25

Question 13: "Why do you prefer (knit/woven) fabric for her dungarees or jeans?" (Asked only if reported a preference.)

	All mothers of girls 2-1	
	Woven	Knit
	---------Percent---------	
Performance, durability	80	47
Long lasting, durable, wears well	43	31
Holds its shape	34	17
Does not pick, snag, pull, or run	20	-
Does not shrink	5	*
Does not wrinkle	2	*
Resists stains	1	-
Other performance and durability mentions	1	
Care and laundering	15	43
Easy to wash	8	1
Easy to care for (general)	4	1
Requires little or no ironing	3	2
Easy to dry	*	
Other care and laundering mentions	1	
Comfort and fit	9	50
Fits well	4	1
Cool, absorbent, absorbs moisture	2	
Does not cling	2	
Comfortable (general)	1	
Flexible, moves with the body	1	*
Soft, feels good, does not irritate	1	
Other comfort and fit mentions	1	
Appearance and style	7	12
Looks nice, neat, dressy	4	
Comes in pretty colors and patterns	2	
Other appearance and style mentions	1	
Economical	4	1
All other mentions	1	*
Don't know/no answer 1/	7	2
	---------Number-------	
	429	

ercent.
ome respondents who said "don't know, just like it."

Question 13: "Why do you prefer (knit/woven) fabric for her slacks, shorts, or hot pants?" (Asked only if reported a preference.)

	All mothers of girls 2-13	
	Knit	Woven
	----------Percent----------	
Comfort and fit	51	13
Flexible, moves with the body	28	1
Fits well	17	4
Comfortable (general)	8	1
Soft, feels good, does not irritate	2	1
Cool, absorbent, absorbs moisture	2	3
Does not cling	1	3
Warm	-	1
Other comfort and fit mentions	1	1
Care and laundering	44	19
Requires little or no ironing	23	5
Easy to wash	14	9
Easy to care for (general)	14	5
Easy to dry	1	1
Other care and laundering mentions	*	2
Performance, durability	36	73
Long lasting, durable, wears well	21	30
Holds its shape	14	44
Does not wrinkle	3	1
Does not shrink	1	4
Does not pick, snag, pull, or run	*	16
Other performance and durability mentions	*	1
Appearance and style	28	9
Looks nice, neat, dressy	25	8
Comes in pretty colors and patterns	3	1
Other appearance and style mentions	*	1
Economical	1	4
All other mentions	1	2
Don't know/no answer 1/	5	9
	----------Number----------	
Cases	553	390

*Less than 1 percent.

1/ Includes some respondents who said "don't know, just like it."

Question 13: "Why do you prefer (knit/woven) fabric for her tops or blouses?" (As only if reported a preference.)

	All mothers of girls 2-13	
	Knit	Woven
	Percent	
Care and laundering	48	21
Requires little or no ironing	25	6
Easy to wash	15	7
Easy to care for (general)	13	6
Easy to dry	3	1
Stains come out easily	*	1
Other care and laundering mentions	1	2
Comfort and fit	45	19
Flexible, moves with the body	23	*
Fits well	14	3
Comfortable (general)	9	2
Cool, absorbent, absorbs moisture	3	9
Soft, feels good, does not irritate	3	1
Does not cling	*	5
Other comfort and fit mentions	1	1
Performance, durability	32	59
Long lasting, durable, wears well	18	20
Holds its shape	13	38
Does not wrinkle	4	1
Does not shrink	1	4
Does not pick, snag, pull, or run	*	9
Other performance and durability mentions	*	1
Appearance and style	24	22
Looks nice, neat, dressy	20	18
Comes in pretty colors and patterns	4	4
Economical	1	5
All other mentions	2	1
Don't know/no answer 1/	5	9
	Number	
Cases	523	359

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 13: "Why do you prefer (knit/woven) fabric for her dresses?" (Asked only if reported a preference.)

	All mothers of girls 2-13	
	Woven	Knit
	Percent	
Performance, durability	48	36
Holds its shape	29	11
Long lasting, durable, wears well	17	20
Does not pick, snag, pull, or run	7	-
Does not shrink	3	2
Does not wrinkle	1	8
Other performance and durability mentions	1	-
Appearance and style	38	41
Looks nice, neat, dressy	30	35
Comes in pretty colors and patterns	8	7
Other appearance and style mentions	1	-
Care and laundering	26	54
Easy to wash	9	15
Easy to care for (general)	8	18
Requires little or no ironing	7	27
Irons nicely	3	*
Can be starched	2	*
Easy to dry	*	3
Stains come out easily	-	1
Comfort and fit	16	28
Cool, absorbent, absorbs moisture	8	1
Fits well	3	11
Does not cling	2	1
Lightweight	1	*
Comfortable (general)	1	4
Soft, feels good, does not irritate	1	4
Flexible, moves with the body	*	11
Economical	5	1
All other mentions	1	1
Don't know/no answer 1/	10	6
	Number	
Cases	482	300

*Less than 1 percent.
1/ Includes some respondents who said "don't know, just like it."

Question 14: "Do you prefer her spring and summer dungarees or jeans to be made with a durable or permanent press finish or without a durable press finish?" (Asked only of mothers who said their girls wore dungarees or jeans in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of girls 2-13	815	90	4	6
Age of girls:				
2-5	216	90	3	7
6-10	297	91	4	5
11-13	302	88	5	7
Age of mother:				
Under 30	221	91	4	5
30-39	368	88	5	7
40 and over	224	91	4	5
Family income:				
Lower	194	88	5	7
Middle	220	90	6	4
Upper	295	91	3	6
Education of mother:				
Less than high school graduate	221	89	6	5
High school graduate	349	90	4	6
Some college or more	226	90	3	7
Region:				
Northeast	204	90	4	6
North Central	227	91	2	7
South	249	92	6	3
West	135	83	6	11
Community size:				
Metropolitan	349	86	5	9
Urban	302	92	6	2
Rural	164	92	2	6

Question 14: "Do you prefer her spring and summer slacks, shorts, or hot pants to be made with a durable or permanent press finish or without a durable press finish?" (Asked only of mothers who said their girls wore slacks, shorts or hot pants in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,288	86	3	11
Age of girls:				
2-5	444	87	1	12
6-10	479	85	4	11
11-13	365	86	3	11
Age of mother:				
Under 30	407	87	3	10
30-39	591	84	4	12
40 and over	288	88	2	10
Family income:				
Lower	309	85	5	10
Middle	382	86	3	11
Upper	439	88	2	10
Education of mother:				
Less than high school graduate	363	87	3	10
High school graduate	563	86	3	11
Some college or more	338	86	4	10
Region:				
Northeast	303	88	2	10
North Central	379	86	2	12
South	422	86	5	9
West	184	82	3	15
Community size:				
Metropolitan	533	85	3	12
Urban	517	87	3	10
Rural	238	86	3	11

Question 14: "Do you prefer her spring and summer tops or blouses to be made with a durable or permanent press finish or without a durable press finish?" (Asked only of mothers who said their girls wore tops or blouses in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,301	87	3	10
Age of girls:				
2-5	436	87	2	11
6-10	484	87	4	9
11-13	381	88	3	9
Age of mother:				
Under 30	404	87	3	10
30-39	597	86	4	10
40 and over	298	88	3	9
Family income:				
Lower	311	85	4	11
Middle	381	88	3	9
Upper	448	89	3	8
Education of mother:				
Less than high school graduate	368	88	3	9
High school graduate	567	86	3	11
Some college or more	342	86	4	10
Region:				
Northeast	306	88	3	9
North Central	388	85	3	12
South	423	88	4	8
West	184	87	2	11
Community size:				
Metropolitan	535	87	3	10
Urban	519	88	3	9
Rural	247	86	3	11

Question 14: "Do you prefer her spring and summer dresses to be made with a durable or permanent press finish or without a durable press finish?" (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of girls 2-13	1,149	92	3	5
Age of girls:				
2-5	415	95	1	4
6-10	421	91	4	5
11-13	313	92	2	6
Age of mother:				
Under 30	369	94	3	3
30-39	523	92	3	5
40 and over	255	92	2	6
Family income:				
Lower	260	90	2	8
Middle	335	95	3	2
Upper	408	94	3	3
Education of mother:				
Less than high school graduate	299	91	3	6
High shcool graduate	510	94	2	4
Some college or more	319	93	3	4
Region:				
Northeast	262	94	2	4
North Central	345	93	2	5
South	383	92	5	3
West	159	90	2	8
Community size:				
Metropolitan	473	91	3	6
Urban	452	94	2	4
Rural	224	94	2	4

Question 15 and 16: " . . . Please tell me which of these would be most important to you in buying her dungarees, slacks, or shorts. "Now, we'd like you to think of these characteristics from (girl's name) point of view. Please tell me which of these would be most important to her in spring and summer dungarees, slacks, or shorts." (Asked only of mothers who said their girls wore dungarees, slacks or shorts in the spring and summer.)

	Characteristics most important to:	
	Mothers	Girls
	----------Percent----------	
Machine washable	85	9
Permanent press	63	9
Does not have to be ironed	61	11
Keeps its shape	58	26
Lasts a long time	54	11
Does not wrinkle easily	51	20
Feels comfortable on skin	50	70
Does not discolor or fade	45	15
Attractive colors	39	77
Does not burst into flames easily	39	7
Does not stain easily	35	11
Inexpensive	34	4
Dries fast	29	8
Does not cling	23	23
Easily altered or mended	22	5
Made of certain fiber	12	3
Don't know	*	1
None	4	7
	----------Number----------	
Cases	1,308	1,308

*Less than 1 percent.

Question 15 and 16: " . . . Please tell me which of these would be most important to you in buying her tops or blouses." "Now, we'd like you to think of these characteristics from (girl's name) point of view. Please tell me which of these would be most important to her in spring and summer tops or blouses." (Asked only of mothers who said their girls wore tops or blouses in the spring and summer.)

	Characteristics most important to:	
	Mothers	Girls
	----------Percent----------	
Machine washable	85	10
Permanent press	67	9
Keeps its shape	61	28
Does not have to be ironed	60	11
Feels comfortable on skin	56	74
Does not wrinkle easily	55	20
Does not discolor or fade	46	16
Attractive colors	46	81
Lasts a long time	43	9
Does not burst into flames easily	39	7
Does not stain easily	37	10
Inexpensive	33	4
Dries fast	30	8
Does not cling	27	27
Easily altered or mended	17	3
Made of a certain fiber	13	2
Don't know	*	1
None	*	2
	----------Number-------	
Cases	1,301	

*Less than 1 percent.

Question 15 and 16: " . . . Please tell me which of these would be most important to you in buying her dresses." "Now, we'd like you to think of these characteristics from (girl's name) point of view. Please tell me which of these would be most important to her in spring and summer dresses." (Asked only of mothers who said their girls wore dresses in the spring and summer.)

	Characteristics most important to:	
	Mothers	Girls
	----------Percent----------	
Machine washable	82	9
Permanent press	69	11
Does not wrinkle easily	60	23
Does not have to be ironed	57	10
Keeps its shape	55	26
Attractive colors	53	82
Feels comfortable on skin	50	69
Does not discolor or fade	48	17
Lasts a long time	41	8
Does not burst into flame easily	35	7
Does not stain easily	35	11
Inexpensive	31	3
Does not cling	30	29
Dries fast	27	6
Easily altered or mended	21	4
Made of a certain fiber	14	2
Don't know	1	1
None	*	2
	----------Number----------	
	1,149	1,149

Question 15 and 16: " . . . Please tell me which of these would be most important to you in buying her nightwear." "Now, we'd like you to think of these characteristics from (girl's name) point of view. Please tell me which of these would be most important to her in spring and summer nightwear." (Asked only of mothers who said their girls wore nightwear in the spring and summer.)

	Characteristics most important to:	
	Mothers	Girls
	----------Percent----------	
Machine washable	81	9
Feels comfortable on skin	70	79
Does not have to be ironed	47	7
Does not burst into flames easily	42	8
Lasts a long time	42	9
Permanent press	41	7
Keeps its shape	33	16
Inexpensive	31	3
Does not cling	30	28
Does not wrinkle easily	30	11
Attractive colors	29	69
Does not discolor or fade	29	10
Dries fast	27	7
Does not stain easily	20	6
Made of a certain fiber	14	2
Easily altered or mended	13	2
Don't know	*	1
None	1	3
	----------Number--------	
Cases	1,296	

*Less than 1 percent.

Question 17 "Would you say he is very interested, fairly interested, or not very interested in what kinds of clothes you get (or make) for him?"

	Cases	Very interested	Fairly interested	Not very interested	Don't know
	Number	Percent			
All mothers of boys 2-13	1,407	40	33	26	1
Age of boy					
2-5	447	28	32	39	1
6-10	565	40	36	24	*
11-13	395	54	31	14	1
Family income					
Lower	330	39	28	32	1
Middle	418	37	35	28	*
Upper	469	46	35	19	*
Community size					
Metropolitan	543	41	33	25	1
Urban	595	41	32	27	*
Rural	269	36	38	26	*

*Less than 1 percent

Question 18. "All in all, how much say does he have in what kinds of clothes you get (or make) for him . . ?"

	Cases	Quite a bit	Only a little	No say at all	Not sure
	Number	Percent			
All mothers of boys 2-13	1,407	40	36	23	1
Age of boy					
2-5	447	20	33	46	1
6-10	565	41	43	16	*
11-13	395	60	32	7	1
Family income					
Lower	330	35	35	28	2
Middle	418	38	41	20	1
Upper	469	47	32	20	1
Community size					
Metropolitan	543	40	35	22	1
Urban	595	40	35	25	*
Rural	269	38	42	19	1

*Less than 1 percent.

Question 19: "How often does he go shopping with you to select clothes . . ?"

	Cases	Usually	Occasionally	Infrequently	Not at all
	Number	Percent			
All mothers of boys 2-13	1,407	42	29	18	11
Age of boy					
2-5	447	41	25	18	16
6-10	565	34	31	24	11
11-13	395	53	30	11	6
Family income:					
Lower	330	37	26	22	15
Middle	418	47	29	16	8
Upper	469	42	30	20	8
Community size.					
Metropolitan	543	40	28	21	11
Urban	595	45	28	16	11
Rural	269	38	33	21	8

Question 20: "What problems, if any, have you had in shopping for clothes for him?"

	All mothers of boys 2-13	Age of boy		
		2-5	6-10	11-13
	Percent			
No problems	32	35	33	28
Problems	68	65	67	72
Size problems (general)	20	18	20	22
Limited style selections/finding the right style	15	13	14	18
Clothes for tall or thin child	14	12	15	16
Clothes for husky child	8	6	7	11
Clothing is expensive	7	7	9	5
Sizes don't run true/size inconsistencies	7	9	7	5
Clothes that are not durable	6	3	9	6
Child is too short and/or small	4	7	3	3
Poor workmanship	2	3	2	1
Concern with potential shrinkage	2	1	2	2
Parent/child disagreement on styles	2	*	2	3
Fabrics that irritate	1	1	*	1
Clothes for pre-teens	1	*	*	2
Other mentions	1	1	1	2
Not ascertained	2	3	1	3
	Number			
Cases	1,407	447	565	395

*Less than 1 percent.

Question 21: " . . . Please tell me which clothing items (boy's name) wore this past spring and summer."

	Cases	Sport shirts	Slacks or short pants	Dungarees or jeans	Pajamas
	Number	Percent			
All mothers of boys 2-13	1,407	94	89	84	83
Age of boy:					
2-5	447	93	95	71	90
6-10	565	96	87	90	85
11-13	395	93	83	91	73
Family income:					
Lower	330	97	84	85	77
Middle	418	94	91	80	83
Upper	469	93	90	86	88
Region:					
Northeast	330	92	93	83	91
North Central	406	97	89	85	84
South	464	96	91	84	82
West	207	88	74	87	73
Community size:					
Metropolitan	543	94	88	86	87
Urban	595	93	90	82	81
Rural	269	96	86	88	80

Question 22: " . . . What fibers or fiber blends on this list are (boy's name) spring and summer dungarees or jeans made of? (Asked only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	All cotton	Polyester and cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other mentions	Don't know
	Number	Percent							
All mothers of boys 2-13	1,180	55	53	7	6	1	1	1	7
Age of boy:									
2-5	307	60	51	6	4	2	1	-	9
6-10	512	50	55	7	5	1	1	1	6
11-13	361	60	52	7	7	1	1	*	6
Age of mother:									
Under 30	319	58	49	6	3	1	1	*	9
30-39	554	56	54	7	6	1	1	1	6
40 and over	303	51	54	7	7	-	1	*	8
Family income:									
Lower	275	62	45	7	5	1	1	1	5
Middle	341	54	53	6	3	1	1	-	9
Upper	396	53	59	7	8	1	1	*	5
Education of mother:									
Less than high school graduate	307	58	43	8	3	1	*	1	7
High school graduate	543	55	54	6	7	1	2	1	8
Some college or more	304	53	60	6	6	-	1	-	5
Region:									
Northeast	277	58	47	7	3	1	1	1	9
North Central	343	49	59	8	7	2	2	-	8
South	381	57	55	6	5	1	*	1	4
West	179	59	44	4	7	-	-	1	7
Community size:									
Metropolitan	462	58	50	6	6	1	1	*	8
Urban	483	56	52	7	5	*	1	*	6
Rural	235	50	59	7	6	3	-	1	5

*Less than 1 percent.

Question 22: " . . . What fibers or fiber blends on this list are (boy's name) spring and summer slacks or short pants made of?" (Asked only of mothers who said their boys wore slacks or short pants in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other mentions	Don't know
	Number	Percent							
All mothers of boys 2-13	1,250	62	42	21	4	2	1	1	5
Age of boy:									
2-5	426	57	55	18	3	3	2	-	6
6-10	495	62	38	20	5	1	1	1	3
11-13	329	67	35	25	4	1	2	*	5
Age of mother:									
Under 30	388	55	48	21	5	3	1	-	6
30-39	562	65	43	21	3	1	1	1	4
40 and over	295	64	34	20	6	1	2	1	5
Family income:									
Lower	284	52	49	18	5	1	2	-	5
Middle	376	63	43	21	3	2	1	*	3
Upper	419	69	39	23	4	2	3	1	3
Education of mother:									
Less than high school graduate	312	50	49	20	3	2	1	*	6
High school graduate	575	64	39	20	4	1	2	*	5
Some college or more	337	69	41	23	6	2	2	1	2
Region:									
Northeast	306	64	47	19	3	2	3	1	4
North Central	359	66	37	20	4	2	1	1	5
South	428	60	43	24	4	2	1	*	3
West	157	52	44	15	7	1	2	-	7
Community size:									
Metropolitan	476	68	38	24	4	2	2	1	5
Urban	538	57	49	19	5	2	2	-	4
Rural	236	61	37	16	3	2	*	1	4

*Less than 1 percent.

Question 22: " . . . What fibers or fibor blends on this list are (boy's name) spring and summer sport shirts made of?" (Asked only of mothers who said their boys wore sport shirts in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	All nylon	Cotton and nylon	All acrylic	Other mentions	Don't know
	Number	Percent							
All mothers of boys 2-13	1,324	63	44	17	5	5	5	*	3
Age of boy:									
2-5	415	59	56	18	8	5	4	-	4
6-10	540	65	40	15	5	4	5	*	2
11-13	369	66	39	20	3	6	4	*	3
Age of mother:									
Under 30	393	56	49	19	8	5	4	*	4
30-39	604	68	43	17	4	3	4	*	2
40 and over	322	62	42	17	5	8	6	1	3
Family income:									
Lower	316	57	48	15	7	7	4	-	3
Middle	397	59	41	19	4	3	4	*	4
Upper	436	72	43	20	4	5	5	*	1
Education of mother:									
Less than high school graduate	356	55	45	17	6	7	4	*	3
High school graduate	603	61	44	18	6	4	5	-	3
Some college or more	336	77	43	17	3	4	4	*	1
Region:									
Northeast	305	63	46	17	8	5	5	1	3
North Central	390	65	42	17	4	5	4	*	3
South	446	61	43	19	6	5	4	-	3
West	183	65	49	12	3	4	7	*	3
Community size:									
Metropolitan	509	65	43	21	5	5	5	*	3
Urban	555	61	49	15	5	4	5	*	2
Rural	260	65	35	13	6	6	2	-	3

*Less than 1 percent.

Question 22: " . . . What fibers or fiber blends on this list are (boy's name) spring and summer pajamas made of?" (Asked only of mothers who said their boys wore pajamas in the spring and summer.)

	Cases	All cotton	Polyester and cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Don't know
	Number	Percent						
All mothers of boys 2-13	1,190	76	26	4	2	1	1	2
Age of boy:								
2-5	405	81	23	5	3	*	2	3
6-10	489	76	27	3	2	1	1	1
11-13	296	69	30	5	1	2	-	2
Age of mother:								
Under 30	360	78	23	5	2	1	2	3
30-39	550	75	28	4	3	1	*	2
40 and over	275	75	27	2	1	1	-	2
Family income:								
Lower	257	81	18	5	3	1	1	2
Middle	353	77	23	3	1	2	1	3
Upper	417	71	35	4	3	1	-	1
Education of mother:								
Less than high school graduate	289	81	17	4	3	1	1	2
High school graduate	539	74	27	4	2	2	1	3
Some college or more	335	74	33	4	2	1	-	2
Region:								
Northeast	304	75	32	4	1	1	1	2
North Central	344	75	28	3	2	1	1	3
South	384	76	24	4	3	1	1	3
West	158	85	19	2	2	2	1	*
Community size:								
Metropolitan	475	73	31	4	2	1	1	2
Urban	497	80	23	3	2	1	1	1
Rural	218	72	23	4	3	1	-	5

*Less than 1 percent.

Question 23: " . . . We'd like to know if (boy's name) spring and summer clothes are knit or woven. First, a dungarees or jeans knit or woven, or does he have both?" (Asked only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	Knit	Woven	Both
	Number	Percent		
All mothers of boys 2-13	1,180	6	74	16
Age of boy:				
2-5	307	6	73	16
6-10	512	6	73	18
11-13	361	4	77	14
Age of mother:				
Under 30	319	6	73	16
30-39	554	4	75	17
40 and over	303	7	73	15
Family income:				
Lower	275	9	69	17
Middle	341	3	78	16
Upper	396	5	76	17
Education of mother:				
Less than high school graduate	307	8	69	18
High school graduate	543	4	75	17
Some college or more	304	4	79	14
Region:				
Northeast	277	5	77	15
North Central	343	6	70	19
South	381	5	75	16
West	179	5	76	14
Community size:				
Metropolitan	462	4	75	15
Urban	483	5	73	19
Rural	235	8	75	13

" . . . We'd like to know if (boy's name) spring and summer clothes are knit or woven. Are his slacks ..nts knit or woven, or does he have both?" (Asked only of mothers who said their boys wore slacks or ..its in the spring and summer.)

	Cases	Knit	Woven	Both	Don't know
	Number	Percent			
All mothers of boys 2-13	1,250	15	52	30	3
Age of boy:					
2-5	426	14	47	35	4
6-10	495	13	55	28	4
11-13	329	19	53	25	3
Age of mother:					
Under 30	388	16	49	32	3
30-39	562	14	54	29	3
40 and over	295	16	51	28	5
Family income:					
Lower	284	17	55	24	4
Middle	376	13	53	30	4
Upper	419	15	50	33	2
Education of mother:					
Less than high school graduate	312	15	53	27	5
High school graduate	575	16	51	30	3
Some college or more	337	13	51	33	3
Region:					
Northeast	306	13	50	34	3
North Central	359	15	53	28	4
South	428	16	51	30	3
West	157	13	57	25	5
Community size:					
Metropolitan	476	12	51	32	5
Urban	538	14	52	31	3

Question 23: " . . . We'd like to know if (boy's name) spring and summer clothes are knit or woven. Are hi
shirts knit or woven, or does he have both?" (Asked only of mothers who said their boys wore sport shirt
spring and summer.)

	Cases	Knit	Woven	Both
	Number	Percent		
All mothers of boys 2-13	1,324	21	31	44
Age of boy:				
2-5	415	25	27	45
6-10	540	23	34	41
11-13	369	14	32	49
Age of mother:				
Under 30	393	24	30	43
30-39	604	21	33	44
40 and over	322	19	28	48
Family income:				
Lower	316	19	39	38
Middle	397	21	32	45
Upper	436	25	26	47
Education of mother:				
Less than high school graduate	356	21	39	36
High school graduate	603	21	29	46
Some college or more	336	21	25	52
Region:				
Northeast	305	22	25	49
North Central	590	21	33	43
South	446	17	35	45
West	183	27	29	39
Community size:				
Metropolitan	509	19	29	48
Urban	555	20	32	45
Rural	260	26	35	36

We'd like to know if (boy's name) spring and summer clothes are knit or woven. Are his pajamas does he have both?" (Asked only of mothers who said their boys wore pajamas in the spring and

	Cases	Knit	Woven	Both	Don't know
	Number	Percent			
hers of boys 2-13	1,190	10	70	15	5
Age of boy:					
2-5	405	15	61	17	7
6-10	489	9	73	15	3
11-13	296	7	76	12	5
Age of mother:					
Under 30	360	12	69	12	7
30-39	550	11	69	16	4
40 and over	275	7	72	16	5
Family income:					
Lower	257	10	71	12	7
Middle	353	9	75	12	4
Upper	417	13	63	20	4
Education of mother:					
Less than high school graduate	289	10	73	12	5
High school graduate	539	9	72	13	6
Some college or more	335	12	64	21	3
Region:					
Northeast	304	11	69	14	6
North Central	344	11	69	16	4
South	384	8	70	16	6
West	158	13	72	11	4
Community size:					
Metropolitan	475	10	71	14	5
Urban	497	8	70	17	5
Rural	218	13	65	17	5

Question 24: "Now we'd like to know about the finish of his spring and summer clothing. Does he have dung
jeans with a durable or permanent press finish, or <u>without</u> a durable press finish, or does he have both?
only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both
	Number	Percent		
All mothers of boys 2-13	1,180	65	12	23
Age of boy:				
2-5	307	61	14	24
6-10	512	70	9	21
11-13	361	59	14	25
Age of mother:				
Under 30	319	65	13	21
30-39	554	65	11	23
[illegible] over	303	63	13	22
[illegible]come:				
	275	58	19	22
	341	65	10	24
	396	68	11	20
[illegible] mother:				
[illegible]gh school graduate	307	62	14	23
[illegible]raduate	543	66	12	21
[illegible]or more	304	65	10	24
	277	60	12	27
	343	68	8	23
	381	67	10	23
	179	59	22	17
	462	59	13	26
	483	66	13	19
	235	72	7	21

[illegible]rcent.

Question 24: " . . . Does he have slacks or short pants with a durable or permanent press finish, or without a durable press finish, or does he have both?" (Asked only of mothers who said their boys wore slacks or short pants in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of boys 2-13	1,250	74	4	21	1
Age of boy:					
2-5	426	71	4	24	1
6-10	495	77	3	19	1
11-13	329	71	6	21	2
Age of mother:					
Under 30	388	74	4	20	2
30-39	562	74	4	21	1
40 and over	295	73	5	21	1
Family income:					
Lower	284	68	6	25	1
Middle	376	73	5	20	2
Upper	419	80	3	17	*
Education of mother:					
Less than high school graduate	312	69	6	25	*
High school graduate	575	76	4	18	2
Some college or more	337	75	3	21	1
Region:					
Northeast	306	72	4	23	1
North Central	359	78	3	18	1
South	428	74	4	21	1
West	157	67	9	22	2
Community size:					
Metropolitan	476	72	4	24	*
Urban	538	75	5	19	1
Rural	236	76	4	19	1

Question 24: " . . . Does he have sport shirts with a durable or permanent press finish, or without a dura
finish, or does he have both?" (Asked only of mothers who said their boys wore sport shirts in the spri
summer.)

	Cases	With durable press finish	Without durable press finish	Both
	Number	Percent		
All mothers of boys 2-13	1,324	71	5	23
Age of boy:				
2-5	415	66	7	26
6-10	540	76	4	19
11-13	369	70	3	25
Age of mother:				
Under 30	393	70	5	23
30-39	604	72	4	23
40 and over	322	72	6	21
Family income:				
Lower	316	61	9	28
Middle	397	73	3	23
Upper	436	78	4	17
Education of mother:				
Less than high school graduate	356	65	7	27
High school graduate	603	74	4	21
Some college or more	336	74	4	20
Region:				
Northeast	305	71	4	25
North Central	390	76	3	19
South	446	71	5	23
West	183	62	8	27
Community size:				
Metropolitan	509	72	5	21
Urban	555	70	5	24
Rural	260	74	2	24

*Less than 1 percent.

Question 24: " . . . Does he have pajamas with a durable or permanent press finish, or without a durable press finish, or does he have both?" (Asked only of mothers who said their boys wore pajamas in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	Both	Don't know
	Number	Percent			
All mothers of boys 2-13	1,190	54	28	15	3
Age of boy:					
2-5	405	48	32	17	3
6-10	489	58	25	14	3
11-13	296	54	29	13	4
Age of mother:					
Under 30	360	55	27	14	4
30-39	550	53	29	15	3
40 and over	275	54	28	15	3
Family income:					
Lower	257	48	35	14	3
Middle	353	54	29	14	3
Upper	417	57	24	16	3
Education of mother:					
Less than high school graduate	289	51	33	15	1
High school graduate	539	55	28	14	3
Some college or more	335	55	26	15	4
Region:					
Northeast	304	51	27	20	2
North Central	344	57	27	12	4
South	384	57	26	16	1
West	158	44	40	11	5
Community size:					
Metropolitan	475	53	26	18	3
Urban	497	52	33	12	3
Rural	218	58	25	16	1

Question 25: " . . . Which one fiber or blend do you like best for his spring and summer dungarees or jeans?" (Asked only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other	No preference indicated
	Number	Percent							
All mothers of boys 2-13	1,180	54	27	7	3	1	*	*	8
Age of boy:									
2-5	307	54	28	6	2	-	-	*	10
6-10	512	55	27	7	2	1	*	1	8
11-13	361	52	27	6	6	-	*	-	7
Age of mother:									
Under 30	319	53	31	7	2	-	-	*	9
30-39	554	54	27	6	3	1	*	1	8
40 and over	303	56	23	6	6	1	*	-	8
Family income:									
Lower	275	50	31	6	2	2	*	-	8
Middle	341	55	28	6	2	-	*	1	9
Upper	396	58	25	8	5	-	-	*	4
Education of mother:									
Less than high school graduate	307	47	30	8	2	1	*	1	11
High school graduate	543	53	26	7	4	*	*	1	9
Some college or more	304	63	25	5	3	-	-	-	3
Region:									
Northeast	277	48	33	5	2	-	1	*	12
North Central	343	58	22	8	5	-	*	*	7
South	381	57	24	8	2	1	-	*	8
West	179	48	36	4	4	1	-	1	7
Community size:									
Metropolitan	462	50	28	9	4	1	*	-	8
Urban	483	57	27	6	3	*	*	*	*
Rural	235	57	26	4	4	1	-	1	8

*Less than 1 percent.

Question 25: " . . . Which one fiber or blend do you like best for his spring and summer slacks or short pants?" (Asked only of mothers who said their boys wore slacks or short pants in the spring and summer.)

	Cases	Polyester and cotton	All polyester	All cotton	Cotton and nylon	All nylon	All acrylic	Other	No preference indicated
	Number	Percent							
All mothers of boys 2-13	1,250	60	17	15	1	*	*	1	6
Age of boy:									
2-5	426	58	16	16	1	1	*	1	8
6-10	495	61	16	16	2	1	*	*	5
11-13	329	62	19	11	2	-	-	1	6
Age of mother:									
Under 30	388	56	18	19	1	*	*	*	6
30-39	562	62	15	14	1	1	*	1	6
40 and over	295	61	20	11	2	-	-	*	7
Family income:									
Lower	284	51	15	23	2	1	*	-	7
Middle	376	63	17	12	1	*	*	1	6
Upper	419	65	17	12	1	*	-	1	4
Education of mother:									
Less than high school graduate	312	50	18	19	2	1	-	1	9
High school graduate	575	60	19	14	1	*	*	-	6
Some college or more	337	69	12	11	1	1	*	1	5
Region:									
Northeast	306	56	17	16	1	*	1	1	8
North Central	359	67	15	10	2	*	-	*	6
South	428	57	20	16	*	1	-	*	6
West	157	58	14	19	4	1	*	*	4
Community size:									
Metropolitan	476	59	18	13	2	-	-	1	7
Urban	538	61	16	15	1	1	*	1	5
Rural	236	61	15	17	1	1	-	-	6

*Less than 1 percent.

Question 25: " . . . Which one fiber or blend do you like best for his spring and summer sport shirts?" (Asked only of mothers who said their boys wore sport shirts in the spring and summer.)

	Cases	Polyester and cotton	All cotton	All polyester	All acrylic	Cotton and nylon	All nylon	Other	No preference indicated
	Number	Percent							
All mothers of boys 2-13	1,324	60	17	12	2	2	1	*	6
Age of boy:									
2-5	415	53	19	14	2	2	1	-	9
6-10	540	62	15	11	3	1	1	*	6
11-13	369	64	17	9	1	3	*	-	5
Age of mother:									
Under 30	393	53	19	16	3	2	1	-	6
30-39	604	63	18	9	2	1	1	*	7
40 and over	322	62	14	12	2	3	1	-	6
Family income:									
Lower	316	50	24	13	3	2	1	-	7
Middle	397	61	18	11	2	1	1	*	6
Upper	436	67	13	11	2	2	1	*	3
Education of mother:									
Less than high school graduate	356	52	23	12	1	3	1	1	7
High school graduate	603	60	16	12	3	2	*	-	7
Some college or more	336	69	13	10	1	2	1	-	4
Region:									
Northeast	305	57	16	10	4	3	1	-	9
North Central	390	64	14	12	1	2	1	*	6
South	446	58	19	12	2	3	1	*	5
West	183	60	19	12	3	1	-	-	6
Community size:									
Metropolitan	509	57	17	13	1	2	1	-	9
Urban	555	61	18	11	2	2	*	*	5
Rural	260	65	15	9	3	2	1	-	5

*Less than 1 percent.

Question 25: " . . . Which one fiber or blend do you like best for his spring and summer pajamas?" (Asked only of mothers who said their boys wore pajamas in the spring and summer.)

	Cases	All cotton	Polyester and cotton	All polyester	Cotton and nylon	All nylon	All acrylic	Other	No preference indicated
	Number	Percent							
All mothers of boys 2-13	1,190	54	32	4	2	1	*	*	8
Age of boy:									
2-5	405	58	27	4	1	1	1	-	8
6-10	489	54	33	4	2	1	*	*	7
11-13	296	46	38	3	3	2	-	-	8
Age of mother:									
Under 30	360	60	26	5	2	1	1	-	6
30-39	550	50	36	3	1	1	*	*	9
40 and over	275	52	32	4	3	1	*	-	8
Family income:									
Lower	257	59	25	4	3	1	1	-	7
Middle	353	59	28	4	*	1	-	*	8
Upper	417	46	41	3	2	1	-	*	7
Education of mother:									
Less than high school graduate	289	62	20	4	5	1	1	1	8
High school graduate	539	53	34	4	1	1	-	-	8
Some college or more	335	49	40	3	1	1	*	-	7
Region:									
Northeast	304	50	35	4	1	1	1	-	9
North Central	344	49	33	5	3	1	1	*	8
South	384	56	32	3	2	1	-	*	7
West	158	66	24	1	1	1	-	-	7
Community size:									
Metropolitan	475	51	33	4	2	1	-	-	8
Urban	497	58	29	3	1	1	1	*	7
Rural	218	48	37	4	3	1	*	-	7

*Less than 1 percent.

Question 26: "Why do you prefer (fiber preferred) for his dungarees or jeans?" (Asked only if reported a preference.)

	All mothers of boys 2-13		
	Polyester and cotton	All cotton	All polyester
	Percent		
Care and laundering	78	38	90
Requires little or no ironing	53	12	69
Easy to wash	20	23	25
Easy to care for (general)	12	7	9
Easy to dry	4	1	5
Easy to iron	1	1	2
Performance, durability	64	73	54
Long lasting, durable, wears well	48	70	37
Holds its shape	11	4	11
Does not wrinkle	8	*	11
Does not shrink	6	2	3
Colorfast	5	3	3
Resists stains	3	2	5
Other performance and durability mentions	*	-	1
Appearance and style	19	6	25
Looks nice, neat, dressy	17	5	24
Comes in pretty colors and patterns	2	*	1
Other appearance and style mentions	-	1	-
Comfort and fit	8	9	8
Soft, feels good, does not irritate	3	3	2
Fits well	2	1	3
Cool, absorbent	2	3	3
Comfortable (general)	1	2	1
Warm	-	1	-
Economical	1	5	2
Easy to mend/sew	*	1	-
All other mentions	*	2	-
Don't know/no answer	2	7	-
	Number		
Cases	646	319	78

*Less than 1 percent.

Question 26: "Why do you prefer (fiber preferred) for his slacks or short pants?" (Asked only if reported a preference.)

	All mothers of boys 2-13		
	Polyester and cotton	All polyester	All cotton
	Percent		
Care and laundering	78	79	45
Requires little or no ironing	56	49	16
Easy to wash	19	26	25
Easy to care for (general)	12	12	9
Easy to dry	5	7	2
Easy to iron	1	3	1
Performance, durability	55	46	58
Long lasting, durable, wears well	33	20	49
Holds its shape	15	14	6
Does not wrinkle	10	13	1
Colorfast	5	4	3
Does not shrink	4	2	2
Resists stains	2	3	3
Appearance and style	24	35	12
Looks nice, neat, dressy	23	34	12
Comes in pretty colors and patterns	2	1	1
Comfort and fit	9	16	24
Cool, absorbent	3	3	15
Soft, feels good, does not irritate	2	3	4
Fits well	2	7	1
Comfortable (general)	1	3	3
Warm	-	-	1
Economical	1	2	7
All other mentions	*	-	3
Don't know/no answer	2	2	7
	Number		
Cases	745	209	179

*Less than 1 percent.

Question 26: "Why do you prefer (fiber preferred) for his sport shirts?" (Asked only if reported a preference.)

	All mothers of boys 2-13		
	Polyester and cotton	All cotton	All polyester
	Percent		
Care and laundering	80	45	83
Requires little or no ironing	58	15	60
Easy to wash	19	21	22
Easy to care for (general)	12	13	11
Easy to dry	5	1	8
Easy to iron	1	1	1
Stains come out easily	*	1	-
Performance, durability	47	39	43
Long lasting, durable, wears well	28	25	22
Holds its shape	9	7	8
Does not wrinkle	9	1	11
Colorfast	7	5	5
Does not shrink	5	3	2
Resists stains	2	3	3
Miscellaneous performance and durability	*	2	-
Appearance and style	29	17	32
Looks nice, neat, dressy	25	17	23
Comes in pretty colors and patterns	5	1	10
Comfort and fit	13	34	18
Cool, absorbent	4	20	6
Soft, feels good, does not irritate	3	9	1
Comfortable (general)	3	6	4
Fits well	3	1	7
Economical	1	7	1
All other mentions	*	2	-
Don't know/no answer	3	10	3
	Number		
Cases	794	227	150

*Less than 1 percent.

Question 26: "Why do you prefer (fiber preferred) for his pajamas?" (Asked only if reported a preference.)

	All mothers of boys 2-13	
	All cotton	Polyester and cotton
	Percent	
Comfort and fit	62	29
Cool, absorbent	28	7
Soft, feels good, does not irritate	17	11
Comfortable (general)	12	9
Warm	9	1
Does not cling	3	1
Fits well	1	2
Lightweight	1	-
Other comfort and fit mentions	1	-
Care and laundering	31	72
Easy to wash	19	14
Requires little or no ironing	9	51
Easy to care for (general)	6	10
Easy to dry	2	6
Easy to iron	*	1
Performance, durability	26	40
Long lasting, durable, wears well	21	23
Colorfast	2	4
Holds its shape	1	6
Does not shrink	1	6
It is not flammable	1	*
Does not wrinkle	1	11
Other performance and durability mentions	1	1
Appearance and style	3	15
Looks nice, neat, dressy	3	14
Comes in pretty colors and patterns	*	1
Economical	6	1
All other mentions	1	-
Don't know/no answer	11	5
	Number	
Cases	641	382

*Less than 1 percent.

Question 27: "Do you prefer knit or woven fabric for his spring and summer dungarees or jeans?" (Asked only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,180	13	67	20
Age of boy:				
2-5	307	12	68	20
6-10	512	15	65	20
11-13	361	11	71	18
Age of mother:				
Under 30	319	14	64	22
30-39	554	12	71	17
40 and over	303	15	62	23
Family income:				
Lower	275	16	61	23
Middle	341	9	73	18
Upper	396	13	72	15
Education of mother:				
Less than high school graduate	307	16	61	23
High school graduate	543	13	66	21
Some college or more	304	10	78	12
Region:				
Northeast	277	12	69	19
North Central	343	16	64	20
South	381	13	66	21
West	179	10	75	15
Community size:				
Metropolitan	462	13	67	20
Urban	483	13	68	19
Rural	235	15	68	17

Question 27: "Do you prefer knit or woven fabric for his spring and summer slacks or short pants?" (Asked only of mothers who said their boys wore slacks or short pants in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,250	30	47	23
Age of boy:				
2-5	426	31	45	24
6-10	495	27	49	24
11-13	329	35	46	19
Age of mother:				
Under 30	388	36	42	22
30-39	562	26	53	21
40 and over	295	33	41	26
Family income:				
Lower	284	30	47	23
Middle	376	31	49	20
Upper	419	31	48	21
Education of mother:				
Less than high school graduate	312	29	48	23
High school graduate	575	34	43	23
Some college or more	337	25	54	21
Region:				
Northeast	306	28	48	24
North Central	359	31	48	21
South	428	33	43	24
West	157	26	54	20
Community size:				
Metropolitan	476	27	46	27
Urban	538	30	49	21
Rural	236	37	45	18

Question 27: "Do you prefer knit or woven fabric for his spring and summer sport shirts?" (Asked only of mothers who said their boys wore sport shirts in the spring and summer.)

	Cases	Knit	Woven	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,324	35	33	32
Age of boy:				
2-5	415	43	29	28
6-10	540	36	33	31
11-13	369	25	38	37
Age of mother:				
Under 30	393	42	31	27
30-39	604	33	35	32
40 and over	322	31	31	38
Family income:				
Lower	316	34	36	30
Middle	397	34	37	29
Upper	436	40	28	32
Education of mother:				
Less than high school graduate	356	30	41	29
High school graduate	603	36	31	33
Some college or more	336	39	30	31
Region:				
Northeast	305	35	27	38
North Central	390	38	32	30
South	446	33	37	30
West	183	34	37	29
Community size:				
Metropolitan	509	33	31	36
Urban	555	36	34	30
Rural	260	38	37	25

Question 28: "Why do you prefer (knit/woven) fabric for his dungarees or jeans?" (Asked only if reported a preference.)

	All mothers of boys 2-13	
	Woven	Knit
	Percent	
Performance, durability	80	45
Long lasting, durable, wears well	52	25
Holds its shape	21	11
Does not pick, snag, pull, or run	15	2
Does not shrink	3	6
Does not wrinkle	1	4
Other performance and durability mentions	1	-
Care and laundering	12	40
Easy to wash	5	14
Easy to care for (general)	4	12
Requires little or no ironing	4	19
Easy to dry	1	2
Other care and laundering mentions	1	1
Appearance and style	6	16
Looks nice, neat, dressy	5	15
Comes in pretty colors and patterns	1	1
Other appearance and style mentions	1	-
Comfort and fit	6	41
Cool, absorbent, absorbs moisture	2	1
Comfortable (general)	1	2
Fits well	1	10
Soft, feels good, does not irritate	1	1
Flexible, moves with the body	*	27
Other comfort and fit mentions	1	*
Economical	5	-
Easy to mend/sew	1	-
All other mentions	1	2
Don't know/no answer	10	4
	Number	
Cases	788	157

*Less than 1 percent.

Question 28: "Why do you prefer (knit/woven) fabric for his slacks or short pants?" (Asked only if reported a preference.)

	All mothers of boys 2-13	
	Woven	Knit
	Percent	
Performance, durability	73	39
Long lasting, durable, wears well	39	19
Holds its shape	26	14
Does not pick, snag, pull, or run	15	1
Does not shrink	5	2
Does not wrinkle	2	8
Care and laundering	17	38
Easy to wash	7	12
Easy to care for (general)	5	11
Requires little or no ironing	4	17
Easy to dry	1	2
Other care and laundering mentions	1	1
Appearance and style	14	38
Looks nice, neat, dressy	13	36
Comes in pretty colors and patterns	1	2
Other appearance and style mentions	1	1
Comfort and fit	9	31
Cool, absorbent, absorbs moisture	3	2
Fits well	2	11
Comfortable (general)	1	3
Does not cling	1	*
Soft, feels good, does not irritate	1	1
Flexible, moves with the body	1	15
Other comfort and fit mentions	1	1
Economical	6	1
All other mentions	1	*
Don't know/no answer	10	6
	Number	
Cases	577	384

*Less than 1 percent.

Question 28: "Why do you prefer (knit/woven) fabric for his sport shirts?" (Asked only if reported a preference.)

	All mothers of boys 2-13	
	Knit	Woven
	Percent	
Care and laundering	48	20
Requires little or no ironing	25	6
Easy to wash	15	6
Easy to care for (general)	13	7
Easy to dry	2	2
Other care and laundering mentions	*	1
Comfort and fit	35	19
Fits well	12	5
Flexible, moves with the body	11	1
Comfortable (general)	8	4
Soft, feels good, does not irritate	3	2
Cool, absorbent, absorbs moisture	3	9
Does not cling	*	1
Performance, durability	29	53
Long lasting, durable, wears well	13	21
Holds its shape	11	25
Does not wrinkle	5	1
Does not shrink	2	5
Does not pick, snag, pull, or run	1	7
Other performance and durability mentions	-	1
Appearance and style	29	26
Looks nice, neat, dressy	25	25
Comes in pretty colors and patterns	4	2
Economical	1	3
All other mentions	6	2
Don't know/no answer	6	9
	Number	
Cases	459	442

*Less than 1 percent.

Question 29: "Do you prefer his spring and summer dungarees or jeans to be made with a durable or permanent press finish, or without a durable press finish?" (Asked only of mothers who said their boys wore dungarees or jeans in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,180	87	5	8
Age of boy:				
2-5	307	85	5	10
6-10	512	89	4	7
11-13	361	84	7	9
Age of mother:				
Under 30	319	89	3	8
30-39	554	86	5	9
40 and over	303	84	8	8
Family income:				
Lower	275	82	7	11
Middle	341	87	5	8
Upper	396	91	4	5
Education of mother:				
Less than high school graduate	307	84	8	8
High school graduate	543	87	4	9
Some college or more	304	88	3	9
Region:				
Northeast	227	85	4	11
North Central	343	90	2	8
South	381	91	4	5
West	179	73	14	13
Community size:				
Metropolitan	462	84	5	11
Urban	483	88	6	6
Rural	235	88	2	10

Question 29: "Do you prefer his spring and summer slacks or short pants to be made with a durable or permanent press finish, or without a durable press finish?" (Asked only of mothers who said their boys wore slacks or short pants in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,250	92	3	5
Age of boy:				
2-5	426	89	3	8
6-10	495	94	2	4
11-13	329	92	3	5
Age of mother:				
Under 30	388	91	3	6
30-39	562	92	2	6
40 and over	295	91	3	6
Family income:				
Lower	284	88	4	8
Middle	376	93	2	5
Upper	419	94	2	4
Education of mother:				
Less than high school graduate	312	88	4	8
High school graduate	575	92	2	6
Some college or more	337	93	2	5
Region:				
Northeast	306	93	2	5
North Central	359	92	1	7
South	428	93	3	4
West	157	85	6	9
Community size:				
Metropolitan	476	91	3	6
Urban	538	93	3	4
Rural	236	90	1	9

Question 29: "Do you prefer his spring and summer sport shirts to be made with a durable or permanent press finish, or without a durable press finish?" (Asked only of mothers who said their boys wore sport shirts in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,324	91	3	6
Age of boy:				
2-5	415	89	3	8
6-10	540	93	2	5
11-13	369	89	4	7
Age of mother:				
Under 30	393	90	3	7
30-39	604	92	2	6
40 and over	322	88	4	8
Family income:				
Lower	316	88	4	8
Middle	397	93	2	5
Upper	436	93	3	4
Education of mother:				
Less than high school graduate	356	89	3	8
High school graduate	603	91	3	6
Some college or more	336	93	2	5
Region:				
Northeast	305	90	1	9
North Central	390	92	2	6
South	446	92	3	5
West	183	88	5	7
Community size:				
Metropolitan	509	89	4	7
Urban	555	93	2	5
Rural	260	89	2	9

Question 29: "Do you prefer his spring and summer pajamas to be made with a durable or permanent press finish, or without a durable press finish?" (Asked only of mothers who said their boys wore pajamas in the spring and summer.)

	Cases	With durable press finish	Without durable press finish	No preference indicated
	Number	Percent		
All mothers of boys 2-13	1,190	67	10	23
Age of boy:				
2-5	405	63	12	25
6-10	489	71	8	21
11-13	296	67	11	22
Age of mother:				
Under 30	360	67	11	22
30-39	550	68	9	23
40 and over	275	68	11	21
Family income:				
Lower	257	60	17	23
Middle	353	68	8	24
Upper	417	73	9	18
Education of mother:				
Less than high school graduate	289	63	15	22
High school graduate	539	67	8	25
Some college or more	335	71	10	19
Region:				
Northeast	304	69	7	24
North Central	344	69	8	23
South	384	71	12	17
West	158	51	17	32
Community size:				
Metropolitan	475	69	8	23
Urban	497	66	13	21
Rural	218	67	7	26

Question 30 and 31: " . . . Please tell me which of these would be most important to you in buying his dungarees, slacks, or short pants." "Now, we'd like you to think of these characteristics from (boy's name) point of view. Please tell me which of these would be most important to him in spring and summer dungarees, slacks, or short pants." (Asked only of mothers who said their boys wore dungarees, slacks, or short pants in the spring and summer.)

	Characteristics most important to:	
	Mothers	Boys
	Percent	
Machine washable	88	6
Permanent press	67	8
Does not have to be ironed	65	7
Lasts a long time	62	10
Keeps its shape	59	20
Feels comfortable on skin	51	73
Does not wrinkle easily	50	14
Does not discolor or fade	41	13
Does not burst into flames easily	36	6
Attractive colors	35	63
Does not stain easily	33	8
Inexpensive	31	2
Dries fast	27	6
Easily altered or mended	20	2
Does not cling	18	20
Made of a certain fiber	13	2
Don't know	*	3
None	1	6
	Number	
Cases	1,399	1,399

*Less than 1 percent.

Question 30 and 31: " . . . Please tell me which of these would be most important to you in buying his sport shirts." "Now, we'd like you to thin of these characteristics from (boy's name) point of view. Please tell me which of these would be most important to him in spring and summer sport shirts." (Asked only of mothers who said their boys wore sport shirts in the spring and summer.)

	Characteristics most important to:	
	Mothers	Boys
	----------Percent----------	
Machine washable	85	7
Permanent press	69	8
Does not have to be ironed	63	6
Keeps its shape	58	20
Feels comfortable on skin	55	74
Does not wrinkle easily	52	17
Lasts a long time	47	7
Attractive colors	47	70
Does not discolor or fade	45	14
Does not burst into flames easily	34	6
Does not stain easily	32	7
Inexpensive	28	1
Dries fast	27	6
Does not cling	23	23
Easily altered or mended	14	2
Made of a certain fiber	13	2
Don't know	1	2
None	*	5
	----------Number----------	
Cases	1,324	1,324

*Less than 1 percent.

Question 30 and 31: " . . . Please tell me which of these would be most important to you in buying his pajamas." "Now, we'd like you to think of these characteristics from (boy's name) point of view. Please tell me which of these would be most important to him in spring and summer pajamas." (Asked only of mothers who said their boys wore pajamas in the spring and summer.)

	Characteristics most important to:	
	Mothers	Boys
	Percent	
Machine washable	80	5
Feels comfortable on skin	69	79
Lasts a long time	44	7
Does not have to be ironed	44	4
Does not burst into flames easily	41	5
Permanent press	40	4
Keeps its shape	33	11
Inexpensive	28	1
Does not discolor or fade	28	7
Attractive colors	27	50
Does not wrinkle easily	26	8
Dries fast	23	4
Does not cling	23	22
Does not stain easily	16	3
Made of a certain fiber	11	1
Easily altered or mended	10	1
Don't know	*	3
None	1	7
	Number	
Cases	1,190	1,190

*Less than 1 percent.

Question 32 and 33: "Which type of diaper have you ever used for your (child) (children) under 2 years old?" "Which do you use most often?"

	Cases	Used				Used Most Often			
		Cloth	Dispos-able	Other	No answer	Cloth	Dispos-able	Other	No answer
	Number	Percent							
All mothers of children under 2	480	83	74	2	5	67	28	1	4
Age of mother:									
Under 30	327	85	78	2	2	68	29	1	2
30-39	131	81	66	1	5	69	26	1	4
40 and over	15	73	53	-	20	53	15	7	27
Family income:									
Lower	159	84	74	1	3	63	32	1	4
Middle	156	88	72	3	4	75	20	1	4
Upper	110	75	80	1	4	61	35	-	4
Education of mother:									
Less than high school graduate	119	86	65	1	3	67	29	1	3
High school graduate	223	84	74	2	4	66	29	1	4
Some college or more	129	82	84	2	3	69	26	1	4
Region:									
Northeast	123	71	71	2	7	55	36	1	8
North Central	129	84	74	2	5	70	24	1	5
South	167	90	76	-	1	71	28	-	1
West	61	92	74	5	-	76	21	3	-
Community size:									
Metropolitan	177	79	72	2	6	62	32	-	6
Urban	200	87	77	1	1	74	23	1	2
Rural	103	83	73	2	4	63	31	2	4

Question 34: "How are the diapers usually washed--by a diaper service, or do you wash them yourself?" (Asked only of mothers who indicated using cloth diapers for their infants.)

	Cases	Wash them myself	Diaper service
	Number	Percent	
All mothers of children under 2	322	93	7
Age of mother:			
Under 30	221	91	9
30-39	90	94	6
40 and over	8	100	-
Family income:			
Lower	101	93	7
Middle	117	92	8
Upper	67	91	9
Education of mother:			
Less than high school graduate	80	94	6
High school graduate	148	95	5
Some college or more	89	88	12
Region:			
Northeast	68	90	10
North Central	90	93	7
South	118	93	7
West	46	93	7
Community size:			
Metropolitan	109	86	14
Urban	148	94	6
Rural	65	100	-

Question 35: " . . . Which of these words and phrases describe your opinion about cotton and polyester?"

	Cases	Machine washable	Not machine washable	Has permanent press finish	Does not have permanent press finish	Feels comfortable on skin	Does not feel comfortable on skin	Does not have to be ironed	Has to be ironed	Keeps its shape	Does not keep its shape	Comes in attractive colors and designs	Does not come in attractive colors and designs	Lasts a long time	Does not last a long time	Good for summer	Good for winter	Does not wrinkle easily	Wrinkles easily	Dries fast	Does not dry fast	Does not cling	Clings	Comes in a variety of textures and weaves	Does not come in a variety of textures and weaves	Does not fade, discolor	Fades, discolors	Easily altered or mended	Not easily altered or mended	Does not stain easily	Stains easily	Does not burst into flames easily	Bursts into flames easily	No opinion
	Number	Percent																																
All mothers	2,161	83	1	64	2	63	1	63	6	62	1	61	1	60	3	58	38	56	5	53	3	39	5	39	3	35	6	31	5	21	13	15	3	6
Age of mother:																																		
Under 30	781	82	1	58	3	63	*	58	7	61	1	60	1	61	2	56	37	52	7	49	3	37	5	37	2	32	6	32	4	21	11	14	3	8
30-39	856	86	*	69	2	65	1	67	6	63	2	63	1	61	4	57	38	59	4	56	3	40	6	41	3	37	7	31	6	20	15	17	3	5
40 and over	512	81	*	64	3	63	1	64	5	61	1	62	1	58	3	61	41	57	3	58	2	41	4	39	3	37	5	30	5	22	15	15	2	6
Family income:																																		
Lower	543	77	1	54	3	59	1	54	7	54	1	55	1	57	3	51	35	47	6	44	4	35	5	33	2	30	7	30	3	21	9	14	3	10
Middle	644	84	*	65	3	65	1	64	6	63	2	62	2	64	3	56	38	57	6	54	3	41	4	37	3	37	7	31	5	23	13	14	3	5
Upper	693	89	*	71	2	67	*	68	7	67	1	68	1	61	4	64	42	64	3	59	2	43	6	47	3	37	6	30	7	20	18	19	3	2
Education of mother:																																		
Some high school or less	576	74	1	52	3	55	1	56	6	52	1	51	1	57	2	49	33	44	5	45	3	36	5	26	2	31	4	28	4	20	9	14	3	11
High school graduate	971	85	1	65	2	65	1	62	7	64	1	62	1	61	3	58	40	57	5	54	3	39	4	41	2	36	7	30	5	23	12	16	3	5
Some college or more	571	89	-	74	2	70	*	71	6	69	1	71	1	63	5	65	41	66	6	61	2	43	6	47	4	37	7	34	6	19	19	16	4	3
Region:																																		
Northeast	511	85	1	66	2	63	1	61	8	63	1	60	1	57	5	57	36	57	6	54	4	42	5	39	3	33	7	31	6	22	17	18	4	6
North Central	602	83	1	65	2	67	*	65	7	66	2	66	1	65	3	63	40	61	5	59	3	42	5	44	3	39	7	33	5	21	14	15	3	6
South	741	83	1	61	2	61	1	63	6	58	1	59	1	61	3	53	38	52	4	48	3	40	3	32	2	34	5	29	3	21	8	14	2	6
West	307	82	-	65	2	61	1	63	5	60	1	63	1	58	3	59	40	53	5	55	*	27	7	42	2	31	7	30	6	17	19	14	5	7
Community size:																																		
Metropolitan	846	82	1	66	3	61	1	63	8	62	2	63	1	59	4	57	37	57	5	56	2	40	5	38	3	33	7	32	5	21	14	14	4	6
Urban	890	84	1	62	2	65	*	63	5	62	1	61	1	62	3	58	39	55	7	53	2	39	5	38	2	35	6	31	5	20	12	16	3	6
Rural	425	84	*	63	3	66	1	61	6	62	1	60	1	60	3	58	39	56	3	50	5	38	5	40	2	38	5	30	4	22	14	15	2	7

*Less than 1 percent.

Question 35 " . . . Which of these words and phrases describe your opinion about all cotton?"

	Cases	Machine washable	Not machine washable	Good for summer	Good for winter	Feels comfortable on skin	Does not feel comfortable on skin	Lasts a long time	Does not last a long time	Comes in attractive colors and designs	Does not come in attractive colors and designs	Easily altered or mended	Not easily altered or mended	Does not cling	Clings	Keeps its shape	Does not keep its shape	Comes in a variety of textures and weaves	Does not come in a variety of textures and weaves	Dries fast	Does not dry fast	Has permanent press finish	Does not have permanent press finish	Does not burst into flames easily	Bursts into flames easily	Does not fade, discolor	Fades, discolors	Does not stain easily	Stains easily	Does not have to be ironed	Has to be ironed	Does not wrinkle easily	Wrinkles easily	No opinion
	Number	Percent																																
All mothers	2,161	80	1	63	30	60	3	58	7	56	2	47	2	46	4	37	13	37	5	29	19	21	25	18	7	17	25	16	22	12	50	9	50	3
Age of mother:																																		
Under 30	781	82	1	63	28	63	3	56	10	57	2	46	2	44	6	40	11	33	5	37	15	24	21	14	9	16	27	13	26	14	46	11	47	2
30-39	856	82	1	62	33	60	4	61	6	57	2	47	2	48	5	36	14	39	4	26	19	18	27	18	6	18	25	18	19	11	54	7	56	2
40 and over	512	75	1	61	28	58	4	56	6	53	2	47	3	46	4	34	14	39	4	23	24	21	26	24	5	15	22	18	21	11	50	10	45	4
Family income																																		
Lower	545	78	1	59	29	60	2	57	7	55	2	44	2	43	5	37	11	32	4	35	15	22	19	17	7	17	24	15	21	16	42	12	39	3
Middle	644	80	1	60	31	61	3	59	8	56	2	48	2	47	4	37	10	37	5	30	19	23	22	18	7	17	25	16	24	11	48	9	51	2
Upper	693	83	1	67	28	61	5	57	7	60	2	47	3	48	4	37	16	43	5	25	22	19	32	20	7	15	27	17	23	10	59	7	57	2
Education of mother:																																		
Some high school or less	576	76	1	54	30	58	3	56	7	49	2	40	2	44	4	39	9	27	4	30	17	24	21	15	6	17	20	14	20	16	42	11	37	5
High school graduate	971	81	1	63	31	58	3	57	7	56	2	48	2	45	4	35	13	37	5	28	17	22	23	19	5	17	25	17	21	11	50	9	51	1
Some college or more	571	85	2	71	29	67	5	60	9	65	2	53	3	50	5	38	17	48	4	31	22	17	33	19	10	16	30	17	25	9	59	8	60	2
Region:																																		
Northeast	511	81	2	64	29	61	4	61	7	55	2	52	3	49	5	34	16	40	4	26	25	21	30	22	7	15	28	17	25	9	58	8	51	3
North Central	602	81	1	62	31	59	4	56	8	59	2	47	3	47	5	37	14	38	4	33	16	19	28	17	7	18	24	17	23	13	52	8	53	2
South	741	77	1	59	28	59	3	57	7	55	2	42	1	43	3	37	10	31	5	27	17	23	30	16	6	16	22	14	19	13	45	11	46	3
West	307	84	1	69	35	66	1	55	7	63	2	49	2	46	4	40	11	45	4	35	18	21	21	18	9	16	28	19	20	12	49	9	51	3
Community size																																		
Metropolitan	846	79	1	64	30	62	4	58	8	57	2	50	3	45	5	36	14	39	5	29	20	19	29	20	8	16	27	18	22	11	53	9	54	3
Urban	890	81	1	62	28	60	3	58	7	56	1	45	2	46	3	37	12	35	5	30	17	22	24	16	7	17	22	16	21	13	49	10	46	2
Rural	425	81	1	61	33	59	3	57	8	56	2	45	2	46	4	39	11	37	4	29	20	24	20	18	6	16	27	13	24	11	48	9	49	4

Question 35: " . . . Which of these words and phrases describe your opinion about all nylon?"

	Cases	Dries fast	Does not dry fast	Machine washable	Not machine washable	Does not have to be ironed	Has to be ironed	Lasts a long time	Does not last a long time	Feels comfortable on skin	Does not feel comfortable on skin	Comes in attractive colors and designs	Does not come in attractive colors and designs	Does not wrinkle easily	Wrinkles easily	Good for summer	Good for winter	Keeps its shape	Does not keep its shape	Does not fade, discolor	Fades, discolors	Has permanent press finish	Does not have permanent press finish	Comes in a variety of textures and weaves	Does not come in a variety of textures and weaves	Does not stain easily	Stains easily	Does not cling	Clings	Easily altered or mended	Not easily altered or mended	Does not burst into flames easily	Bursts into flames easily	No opinion
	Number	Percent																																
All mothers	2,161	66	2	54	9	44	10	38	15	38	14	37	4	35	15	32	24	32	9	25	9	20	11	15	9	15	17	7	59	7	27	7	22	8
Age of mother:																																		
Under 30	781	65	2	50	12	38	14	31	19	45	15	36	4	30	18	37	19	28	11	20	10	16	14	12	10	12	17	7	58	6	27	6	22	9
30-39	856	70	2	59	6	48	9	43	12	37	14	37	4	37	14	30	26	32	9	24	9	21	10	12	9	13	19	6	61	7	29	7	23	7
40 and over	512	65	2	54	8	47	7	42	12	31	18	37	3	37	12	27	27	35	7	27	5	25	8	16	9	14	14	6	56	6	25	9	18	10
Family income:																																		
Lower	543	61	2	48	12	43	11	34	17	36	13	34	4	29	18	36	20	27	10	21	9	21	14	14	8	13	15	9	53	7	26	9	19	10
Middle	644	64	2	52	7	41	9	37	14	37	16	36	3	36	17	33	22	30	10	21	8	20	9	14	9	13	17	7	59	7	27	6	22	8
Upper	693	72	2	61	8	48	12	44	13	41	15	40	5	39	13	30	29	36	9	27	10	20	12	19	11	13	18	5	66	6	30	8	25	6
Education of mother:																																		
Some high school or less	576	58	2	47	11	42	10	32	15	36	12	31	3	32	15	33	20	28	9	21	7	21	11	13	7	12	15	9	45	7	23	9	15	12
High school graduate	971	66	2	54	8	43	11	38	14	37	14	37	3	34	15	33	24	32	9	24	9	19	11	15	8	13	19	6	61	6	28	6	22	7
Some college or more	571	74	2	62	7	48	11	45	15	41	18	43	5	40	16	29	27	35	11	24	11	21	11	16	13	14	18	5	68	7	31	8	27	6
Region:																																		
Northeast	511	68	1	54	10	42	13	31	25	37	17	38	5	36	18	31	24	30	12	23	11	19	16	15	13	15	20	5	63	6	32	7	25	9
North Central	602	66	3	54	10	46	12	42	15	37	15	40	5	36	17	32	28	33	10	26	10	22	11	17	8	14	16	7	61	7	28	9	22	9
South	741	64	3	55	8	45	7	39	9	39	13	33	2	35	11	33	20	30	8	21	6	21	8	13	8	11	14	7	53	6	25	8	17	8
West	307	69	1	54	5	41	12	41	12	38	14	40	4	30	18	32	25	34	7	23	9	18	11	17	9	13	19	7	59	8	25	7	27	7
Community size:																																		
Metropolitan	846	68	3	54	9	44	12	35	19	35	17	38	4	34	18	29	25	31	12	23	12	18	14	14	12	14	21	5	63	6	32	6	26	7
Urban	890	65	2	55	8	45	9	42	11	40	13	35	4	35	13	33	21	32	7	23	8	20	10	16	7	12	14	7	56	7	24	8	19	9
Rural	425	65	2	56	8	43	10	38	15	40	13	39	4	36	13	38	27	32	8	24	5	24	9	14	7	13	16	8	54	9	26	9	19	9

Question 35. " . . . Which of these words and phrases describe your opinion about all polyester?"

	Cases	Machine washable	Not machine washable	Does not have to be ironed	Has to be ironed	Does not wrinkle easily	Wrinkles easily	Has permanent press finish	Does not have permanent press finish	Comes in attractive colors and designs	Does not come in attractive colors and designs	Keeps its shape	Does not keep its shape	Dries fast	Does not dry fast	Lasts a long time	Does not last a long time	Feels comfortable on skin	Does not feel comfortable on skin	Good for summer	Good for winter	Comes in a variety of textures and weaves	Does not come in a variety of textures and weaves	Does not fade, discolor	Fades, discolors	Does not cling	Clings	Easily altered or mended	Not easily altered or mended	Does not stain easily	Stains easily	Does not burst into flames easily	Bursts into flames easily	No opinion
	Number	Percent																															
All mothers	2,161	78	1	68	3	61	3	59	2	58	1	58	2	57	2	55	5	55	3	48	42	39	2	35	5	29	13	24	8	19	15	12	5	10
Age of mother:																																		
Under 30	781	76	2	66	3	60	4	55	2	61	2	58	1	52	3	55	5	55	3	51	42	38	2	34	5	32	10	27	6	20	14	13	5	11
30-39	856	80	1	71	2	63	3	62	1	58	1	58	3	59	1	54	6	54	3	47	40	41	2	36	5	28	15	23	10	19	16	11	7	9
40 and over	512	76	1	68	3	58	3	59	2	54	1	58	2	61	1	56	5	49	3	46	44	36	2	35	4	27	13	21	9	18	14	13	4	10
Family income:																																		
Lower	543	70	2	61	3	52	3	51	2	53	2	53	2	47	2	49	5	48	2	45	37	31	2	29	6	29	9	22	4	20	9	14	4	15
Middle	644	80	1	70	2	62	4	59	2	59	1	60	3	57	2	59	5	57	3	50	41	39	2	38	5	30	11	25	8	22	15	11	6	7
Upper	693	84	1	73	3	68	2	65	1	65	1	62	3	64	1	56	5	54	4	50	47	45	2	38	4	29	17	24	12	17	18	13	6	7
Education of mother:																																		
Some high school or less	576	68	2	62	3	50	3	49	3	49	2	51	2	48	3	52	4	48	2	44	37	28	2	30	4	29	7	20	5	18	10	13	5	15
High school graduate	971	80	1	69	2	63	4	60	1	59	1	60	2	57	1	55	6	55	3	50	43	40	1	37	5	30	12	25	9	20	14	13	5	9
Some college or more	571	84	1	73	3	69	2	67	1	66	2	62	3	65	1	57	5	55	4	50	45	47	3	38	5	28	19	26	11	18	21	11	7	6
Region																																		
Northeast	511	75	1	68	2	60	4	57	2	54	2	56	3	60	2	46	8	51	4	45	37	37	3	33	3	27	16	23	11	20	17	12	7	12
North Central	602	80	1	69	4	63	3	62	1	61	1	58	2	60	2	59	5	56	2	49	41	43	1	38	6	31	13	26	9	21	16	13	5	9
South	741	79	1	70	2	61	3	59	3	58	1	60	2	55	2	60	4	54	3	50	45	45	2	36	4	32	9	23	7	19	9	13	4	7
West	307	76	1	63	2	56	3	56	1	59	1	58	2	55	1	49	5	51	3	47	42	43	1	32	7	24	16	23	8	15	23	12	7	13
Community size:																																		
Metropolitan	846	78	1	69	3	62	3	60	1	58	1	58	3	57	1	52	6	50	3	46	41	39	3	34	4	30	15	23	10	20	17	10	7	10
Urban	890	77	1	67	3	58	4	57	2	58	2	58	1	58	2	56	4	55	2	50	41	38	2	35	5	28	11	24	7	18	13	13	4	10
Rural	425	78	1	69	2	63	3	59	3	58	1	58	3	54	2	57	7	55	4	49	44	39	1	39	5	31	12	24	9	19	14	15	4	8

Question 36 and 37: "What kinds of information, if any, is presently on the tags, wrappers, or labels of children's clothing?" "What kinds of information not presently available, if any, do you think should be on tags or labels of children's clothing?" 1/

	Information already on labels	Information not available but should be
	Percent	
Washing/cleaning instructions	84	12
Fabric content	61	5
Size	43	7
Ironing instructions/permanent press information	28	3
Name of manufacturer/brand name	19	-
Drying instructions	16	3
Information on flammability	9	21
Information on shrinkage	8	15
Information on colorfastness	6	9
Price	5	-
Country of manufacturer	4	-
Guarantee of durability	2	2
How to care for them (general)	2	-
Union label	1	-
Information on staining	-	2
Allergy information	-	2
Does not read labels	1	-
Other mentions	3	3
None/don't know of any	2	34
	Number	
Cases	2,161	2,161

1/ 6 percent of the respondents indicated that tags should be more firmly attached; 8 percent of them said that labels are satisfactory as they are.

Question 38: "I'm going to give you cards listing different combinations of cotton and other fibers. For each card I'd like to know if you think of the combination as cotton or as a blend. Now let's consider the first card, do you consider that cotton or blend?"

	50 percent or less cotton presented first	50 or less cotton presented last	Total
	Percent		
50 percent or less cotton-50 or more some other fiber			
Cotton	7	2	5
Blend	88	93	90
Don't know	5	5	5
60 percent cotton			
Cotton	25	10	18
Blend	71	85	77
Don't know	4	5	5
70 percent cotton			
Cotton	37	22	30
Blend	58	72	65
Don't know	5	6	5
80 percent cotton			
Cotton	47	42	45
Blend	48	52	50
Don't know	5	6	5
90 percent cotton			
Cotton	56	57	57
Blend	40	38	39
Don't know	4	5	4
	Number		
Cases	1,101	1,060	2,161

Question 39 and 40: "Which fibers or blends would you say flame easily?" "Which do you think do not flame easily?"

	Flame easily	Do not flame easily
	Percent	
100% rayon	53	13
100% synthetic (nylon, polyester, etc.)	53	19
Cotton and synthetic blend	31	23
Wool and synthetic blend	31	23
100% cotton	29	39
100% wool	27	44
None	1	6
Don't know	14	20
	Number	
Cases	2,161	2,161

Question 41: "How interested are you in having children's clothes treated to be flame resistant . . . ?"

	Cases	Very interested	Fairly interested	Not too interested	No opinion
	Number	Percent			
All mothers	2,161	69	20	9	3
Age of mother:					
Under 30	781	74	17	7	3
30-39	856	65	23	9	3
40 and over	512	66	19	13	2
Family income:					
Lower	543	73	17	7	3
Middle	644	72	18	8	2
Upper	693	64	23	11	2
Education of mother:					
Less than high school graduate	576	73	18	5	4
High school graduate	971	68	20	10	2
Some college or more	571	67	20	11	2
Region:					
Northeast	511	67	21	10	2
North Central	602	66	22	8	4
South	741	73	17	8	2
West	307	68	19	11	2
Community size:					
Metropolitan	846	67	20	10	3
Urban	890	69	21	8	2
Rural	425	72	17	9	2

Question 42: "Which particular children's garments are you interested in having treated? (Asked only of mothers who said they were "very" or "fairly interested" in flame-resistant children's clothing.)"

	All mothers very or fairly interested
	Percent
All clothing	43
Nightwear	39
Shirts, blouses, tops	18
Pants, slacks, jeans	17
Outerwear	15
Play clothes	12
Dresses	10
Underclothes	5
Sweaters	2
All other mentions	5
Don't know/no answer	2
	Number
Cases	1,912

Question 43: "Why do you say you are not too interested in having children's clothing treated?" (Asked of mothers who said they were "not too interested" in flame-resistant children's clothing.)

Consider chances of child being burned unlikely	42
Children are older	24
Not effective in open fire	18
Never thought about it	9
Would cost more	3
All other mentions 1/	11
Don't know/no answer	6
	Number
Cases	192

1/ No other response was mentioned by as many as 2 percent.

Question 44: "Would you or would you not pay extra for children's clothing if it were treated to be flame resistant?"

	Cases	Yes, would pay extra	No	Not sure/ depends
	Number	Percent		
All mothers	2,161	70	14	16
Age of mother:				
Under 30	781	77	10	13
30-39	856	67	15	18
40 and over	512	66	20	14
Family income:				
Lower	543	72	11	17
Middle	644	74	12	14
Upper	693	67	19	14
Education of mother:				
Less than high school graduate	576	76	10	14
High school graduate	971	69	15	16
Some college or more	571	66	18	16
Region:				
Northeast	511	65	17	18
North Central	602	71	14	15
South	741	76	13	11
West	307	65	14	21
Community size:				
Metropolitan	846	66	18	16
Urban	890	73	13	14
Rural	425	72	11	17

Question 45: "Have you or have you not seen children's garments on the stores that are treated to be flame resistant?"

	All mothers
	Percent
No, have not seen flame-resistant garments	59
Not sure	8
Yes, have seen	33
	Number
Cases	2,161

Question 46: "Which particular children's garments have you seen like this?" (Asked only of mothers who said they have seen children's garments that were treated to be flame resistant.)

	All mothers
	Percent
Nightwear	75
Halloween costumes	17
Outerwear	5
Dresses	4
Shirts, blouses, tops	3
Pants, slacks, jeans	3
Baby clothes	3
All other mentions	4
Don't know/no answer	6
	Number
Cases	715